



## Rafael Rivera

Making an impact in the world around us by leading with passion and inspiration.

I truly care for those I come into contact with at home or at work it is a crucial part of my success equation. I've had the pleasure of leading teams and individuals for 3 of the top companies in their perspective verticals. I've been recognized as a high performing leader by direct reports, peers and senior executives. Proven experience in managing multimillion dollar initiatives from presentation to evocation. Experience spans from development of SOP to streamline the customer experience to achieving and an exceeding business revenue goals.

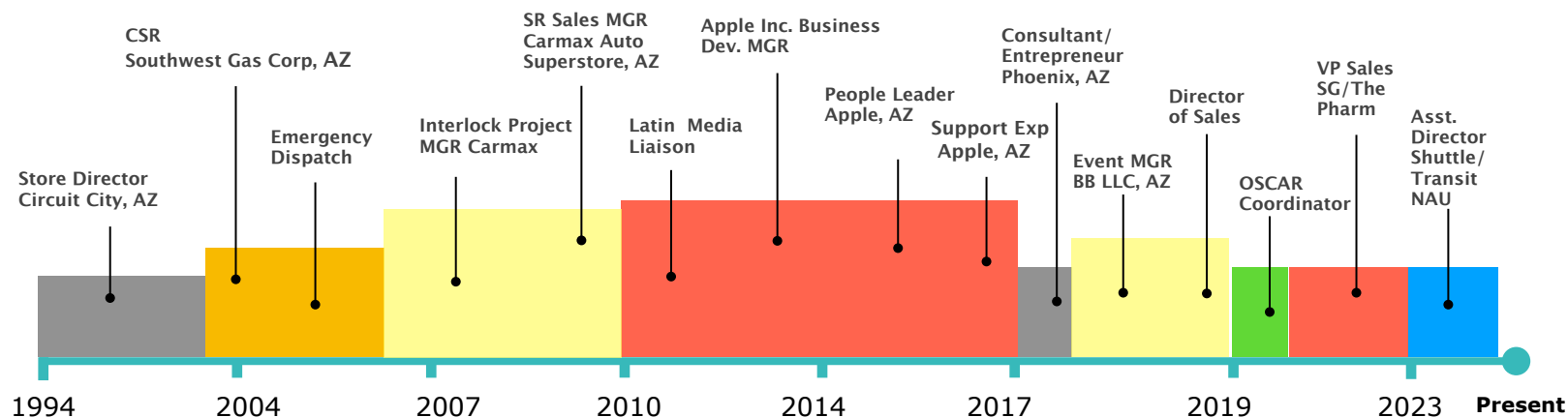
✉ [rafael.rivera@nau.edu](mailto:rafael.rivera@nau.edu)

☎ 928-5235031

📍 Phoenix, AZ

📷 [Rafaellinkedin](#)

## Experience



## Skill and Experience That Create Business Value

### Management/Leadership

- Cross Functional Leadership (5-160)
- Store Director PNL Admin
- Influencing Negotiation
- Hire/Training Staffing (1000+)
- Succession Planning
- Coach/Mentoring
- Fleet Management

### Operations & Strategy

- Strategic Planning
- Change Management
- Supply Chain/Delivery
- Stats/Chain Strategy
- Org. Restructure & Position Creation
- Design Client journeys
- Transit
- Growth
- Distribution

### Process Improvement

- Continuous Improvement
- Structured Problem Solving
- Internal/External Customer EX NPS
- Performance Based Coaching
- Sales Enablement
- Tech/Human Collaboration

### Technical Product Management

- Lead Product Teams
- Engage Systems HR
- Product Development
- Enterprise Resource Management SAP
- Mobile Device Security & Deployments
- Microsoft Teams
- Bus Genius
- Whip-around

## Driving Performance & Results

Influenced adoption and developed Key Performance Indicators (KPI's) for major and small business markets across all of Apple SMB teams. Provided improvement to staffing & hiring needs, performance based metric targets

Hired and sourced over 1000+ staffing, developed and promoted 40+ managers. Developed internal customer journey with focus on Millennial development improving internal NPS from 43% to 79% in 6 months.

Developed and Led a team of previous bottom performers and coached that team to a top 5 position company wide. 10 out of 14 members achieved Presidents club status and 14 out of 14 made sales goals for 7 consecutive quarters.

Project Managed and developed the sales to operations process for interlock systems. Tested and developed for the process in Arizona in 7 month period before rolling out to over 200 locations nation wide for Carmax Auto Super stores. Increased same store sales by an 8% average.

Established protocol for phone sales office by creating scripts and metrics for individual and team performance. Customer service scores increased by 17 percent and sales increased by 22 percent in the first quarter after

Grand Opening team for Circuit City, Carmax and Apple. Successfully opened and transitioned 6 locations. Staffing from operations to sales to management. Establishing city and vendor partnerships.