

Sabrina Centauro

Operations Leader | Transformation & Scaling | Commercial Performance

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Senior operations leader, known for moving fast, cutting through complexity, and building teams that are highly engaged and consistently deliver. Brings end-to-end operational ownership across P&L, operating model design, workforce planning and transformation, with deep expertise in CX and service delivery as a core domain of depth. A trusted partner to senior stakeholders who combines commercial rigour with a hands-on, people-first approach. Thrives in fast-moving, ambitious and agile environments.

Experience

CPM International | Global BPO

Barcelona, Spain

Real-Time Operations Manager

Apr 2024 - May 2025

Client: Dyson

- Built a real-time operations function end-to-end: defined scope, operating practices, performance frameworks and a team of 11 analysts, delivering a **5-10% uplift in service levels** across a 1,000+ agent operation.
- Designed KPI frameworks and reporting suites that sharpened capacity planning precision and **reduced resource wastage by 30%** (↓shrinkage, ↑adherence).
- Drove an automation program that **eliminated 77% of manual workflows** through user-led design and data-driven issue prevention, significantly increasing operational capacity.
- Supported multi-phase migrations of WFM, telephony and CRM tool migrations: vendor selection, requirements definition, enablement and go-live strategy.

Workforce Operations Transformation Lead

Nov 2023 - Mar 2024

- Scoped and led a cross-functional transformation program across global sites, partnering with senior leadership to redesign planning and operational processes.
- Reduced end-to-end process life cycle time **from 10 months to 1 week**, improving employee experience by 83%.

Senior CX Operations Manager

Dec 2017 - Oct 2023

Clients: Harley-Davidson, Smile2Impress, Pepe Jeans, General Mills, Via, TransferZ, Exoticca

- Owned end-to-end operations across a multi-client, multi-market portfolio: accountable for service delivery, scalability, cost-to-serve, risk and **€1.2M+ P&L**, exceeding gross profit targets by 5-10% consistently.
- Led transformation programs spanning product, people, finance and operations. Designed and scaled global operating models that accelerated campaign go-lives **from 12 weeks to 1 month** and secured 94% client audit satisfaction.
- Designed demand-led commercial, staffing and capacity models, flexing workforce capacity by **300%** to absorb seasonal volatility at no additional cost.
- Managed executive-level client relationships: strategic business reviews, OKR alignment, performance reporting and contract/SOW negotiations across client and partner ecosystems.
- Restructured teams and capability models through targeted skilling and role design: increased employee engagement by 15% and achieved **100%** retention over 12 months.

Zara | Inditex | Global Leader Fashion Retail

London, UK

General Manager

Mar 2008 - Apr 2017

- Directed 10 managers and 150+ employees at the No.1 menswear store globally, delivering **£5m+ in annual revenue**.
- Designed and piloted the in-store eCommerce collection process, subsequently adopted and rolled out globally.
- Opened the first UK airport store.

Notable Projects

Habili Club | Events & Membership Community

Barcelona, Spain

Co-Founder

Aug 2024 - Present

- Launched and scaled a unique community concept to **180+ active international members** within 12 months, with full ownership of operational and commercial strategy.
- Increased monthly community fund donations by **233%** through process automation and workflow optimisations.

Nominations

Finalist – ECCSA Best Customer Service Team 2023

Finalist – ECCSA Best Outsourced Partnership 2021

Finalist – UKCX (CXA) CX Professional of the Year 2019

Skills

P&L Management & Commercial Performance | Operating Model Design | Transformation & Change Management | Workforce Planning & capacity Modelling | Cross-Functional Leadership | Senior Stakeholder Management | KPI Frameworks & Reporting | OKR alignment | Process Automation | Program Delivery | CX Operations & Service Delivery | Cost-To-Serve Optimisation | Team Leadership & Development | Vendor & Contract Management

Education

Project Management Certification – Google via Coursera: Jun 2025 - Jul 2025

People Analytics Certification – University of Pennsylvania via Coursera: Jul 2025 - Aug 2025

A-levels – Wycombe High Grammar School: Sep 2006 - Jun 2008

Languages

English: Native | Spanish: A2 Conversational (Developing)