Allan Alvarez

Sales Enablement & Training Leader | Enrollment Growth Strategist

✉ allanalvarez78@gmail.com | ☎ 312-618-7540 | 🔗 linkedin.com/in/allan-alvarez-intl-education

PROFESSIONAL SUMMARY

Sales enablement and education leader with 20+ years building, coaching and training admissions and business development teams across the U.S., Latin America and Europe. Designs and delivers practical training, SOPs and webinars in English, Spanish and Portuguese, using AI-enabled workflows to prepare, personalize and scale sales training. Consistently links enablement to revenue: exceeded sales targets by 100%, doubled qualified leads and doubled a campus's student population. Known for turning data into clear coaching actions that change how teams sell.

KEY ACHIEVEMENTS

- Built a regional sales enablement program for admissions teams across 16 schools, using AI-enabled workflows to design and deliver multilingual training, SOPs and webinars. (Nord Anglia)
- Exceeded domestic sales targets by 100% and income targets by 58%, doubling the student population within two years after rebuilding a 30+ member team. (Kaplan International)
- Surpassed business development targets by 38% across nine Latin American offices by leading and developing a 20+ person commercial team. (British Council)
- Doubled qualified leads, cut cost per lead by 50% and grew new enrollments by 21% by aligning admissions, marketing and recruitment teams. (Miami Ad School)

CORE SKILLS

• **Sales Enablement & Training:** Sales Team Coaching • Onboarding & Skills Workshops • Train-the-Trainer • Multilingual Facilitation (EN / ES / PT)

• **Revenue & Funnel Performance:** Lead Qualification & Conversion • Pipeline Forecasting • KPI Reporting • CRM Data Governance

• **Technology & Field Partnership:** AI-Enabled Workflows • Data-Driven Performance Management • Manager & Leadership Coaching

EDUCATION

Specialization in Strategic Leadership & Management
University of Illinois Urbana-Champaign (Coursera)

M.A. in Higher Education
Universidad Central de Venezuela

B.S. in Modern Languages
Universidad Central de Venezuela

CERTIFICATIONS

Certificate of Language Teaching for Adults (CELTA)
University of Cambridge

Business Development Management
British Council

LANGUAGES

English (Native / Bilingual) • Spanish (Native / Bilingual) • Portuguese (Full proficiency) • Russian (Intermediate)

PROFESSIONAL EXPERIENCE

Performance Manager – Nord Anglia Education, Miami **2026 – Present**

- Lead sales enablement for Admissions, Marketing and Communications teams across 16 schools in Latin America, coaching teams on lead qualification, conversion and family experience.
- Design and deliver training programs, SOPs and best-practice webinars in English, Spanish and Portuguese, using AI-enabled workflows to prepare, personalize and scale training content.
- Own KPI tracking, pipeline forecasting and performance reporting for the LATAM sub-region, turning data into clear coaching actions that help teams close gaps and hit enrollment targets.
- Act as primary performance partner for Directors of Admissions and Marketing and Heads of School, surfacing capability gaps early and reinforcing CRM data governance.
- Partner with Regional Marketing, CRM Operations and the US Performance team to turn market intelligence (mystery shopping, brand equity, competitive data) into localized action.
- Onboard newly acquired schools through the NAE MAC Playbook, putting conversion-driving admissions processes in place from day one.

Director of Academic Operations – Universal Technical College (UTI), Miami **2025 – 2026**

- Led, coached and developed a 35-member leadership and faculty team, including Assistant Directors and Managers, to drive performance, engagement and accountability.

- Designed and implemented metric-driven performance management systems, elevating the campus ranking within the first three months.
- Managed a $25M operating budget for a 750+ student campus, aligning resources with enrollment demand while maintaining full ACCSC, CIE, FAA and ASE compliance.

Director of Development and Marketing – Miami Ad School, Miami **2023 – 2025**

- Led and coached 10+ admissions, marketing and operations team members across Miami and New York, aligning recruitment and academic stakeholders around enrollment goals.
- Designed and executed data-driven recruitment campaigns, achieving 21% growth in new enrollments within two years.
- Doubled qualified leads while reducing cost per lead by 50%, significantly improving funnel efficiency and ROI.
- Built strategic university partnerships across the U.S. and Latin America to expand reach and pipeline quality.
- Contributed to the campus being named School of the Year at Cannes – Future Lions 2025 and led COE re-accreditation in 2024.

Campus Director – Schiller International University, Tampa **2020 – 2023**

- Built, coached and scaled a 14+ member team across the Americas, redefining roles to improve performance while maintaining cost discipline.
- Increased total student population by 56% through coordinated enrollment and student success initiatives.
- Designed and executed a Latin America market entry strategy, establishing regional partnerships that expanded enrollment pipelines.
- Improved student retention, achieving a 91% graduation rate, and led the institution through ACCSC accreditation approval in 2022.

Director of Campus Operations – Amerigo Education, Chicago **2017 – 2020**

- Launched a new U.S. campus and built a 20+ member cross-functional team, establishing operating structures that supported enrollment growth and service quality.
- Increased student population by 71% while achieving 87% retention and 90%+ student satisfaction.
- Owned P&L accountability, overseeing budgets, vendor partnerships and cost controls to meet financial targets.

Campus Director – Kaplan International at Illinois Institute of Technology, Chicago **2012 – 2017**

- Exceeded domestic sales targets by 100% in 2015 and surpassed income targets by 58%, doubling the student population within two years.
- Built and reorganized a 30+ member team, redefining roles, responsibilities and accountability to improve sales and operational performance.
- Owned full P&L responsibility, aligning enrollment strategy, pricing and cost controls to drive sustainable financial performance.
- Contributed to the campus being recognized as Best Kaplan International School in North America (2014), with full ACCET, SEVP and IBHE compliance.

Business Development Director (2010 – 2012) | Customer Service Manager (2005 – 2010) – British Council, Caracas **2005 – 2012**

- Directed commercial performance across nine Latin American offices, leading and developing a 20+ person regional team.
- Surpassed business development targets by 38% through strategic outreach, partnership development and performance management.
- Facilitated workshops in Europe and Latin America on international education and language training.
- Led a customer experience transformation, achieving 89% customer satisfaction while reducing service wait times by 80%.