

CUSTOMER SUCCESS & OPERATIONS LEADER

Desirée Lago Ortiz

Project Coordination • Customer Experience • Strategic Accounts • International Operations

Málaga, Spain | Relocating to Sydney | Employer sponsorship required

Languages : English (Fluent) | Spanish (Native) | German (Professional) | French (Working)

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PROFESSIONAL SUMMARY

When priorities become messy, I make sure the right people know what matters, what happens next and who owns it.

Customer success and operations professional with recent experience in SIXT's Office of the COO, coordinating international stakeholders, time-sensitive priorities and executive and VIP customer escalations. Previously managed a portfolio of approximately 300–500 banking relationships and exceeded commercial targets by approximately 15–20% through relationship-led growth. I bring operational judgement, customer ownership, Salesforce experience and multilingual stakeholder management to turn complex customer issues into coordinated action and stronger business outcomes.

CORE CAPABILITIES

- Customer Operations
- Project & Workflow Coordination
- Cross-functional Coordination
- Stakeholder Management
- Executive & VIP Escalations
- Customer Issue Resolution
- Process Improvement
- Operational Reporting

TECHNOLOGY & SYSTEMS

- Salesforce CRM
- Jira & Confluence
- Microsoft 365 & Teams
- Microsoft Excel
- SAP
- Microsoft Dynamics NAV (Navision)
- Opera PMS

PROFESSIONAL EXPERIENCE

Executive Coordinator, Office of the COO

Oct 2021 – Jun 2024

SIXT Rent a Car | Spain & Germany (Remote)

Key Highlight

Trusted by the COO with confidential executive priorities across Spain and Germany, coordinating stakeholders in several countries and keeping operations moving in a fast-paced international business.

- Acted as the single point of contact between departments and senior leaders, securing cooperation across teams that did not report to me and resolving operational blockers before they reached executive escalation.
- Managed executive and VIP customer cases end to end, from initial contact through resolution, balancing customer loyalty, commercial priorities and brand reputation across Spanish and DACH markets.
- Worked to a personal target of resolving customer issues within 72 hours, coordinating cross-functional action through Salesforce and escalating only cases requiring senior or specialist intervention.
- Onboarded and trained new employees on operational processes, customer service standards and escalation procedures.

Legal & Client Liaison Administrator

Feb – Jul 2021

IURA Law Firm | Fuengirola, Spain

Key Highlights

Managed sensitive client matters for senior lawyers, where accuracy, confidentiality and clear communication carried real consequences for the client.

- Owned confidential client files where a small error would have had direct legal consequence.
- Acted as the multilingual contact for clients and external parties, translating legal process into plain language.
- Organised competing case priorities and kept clients informed through uncertain timelines.

Customer Experience & Operations Specialist

May 2017 – May 2019

Helle Hollis Rent a Car | Málaga Airport, Spain

Key Highlights

Owned the customer experience end to end during the airport's busiest seasons, holding satisfaction steady under pressure that usually breaks it.

- Turned difficult customer situations into positive experiences through empathy, clear communication and practical solutions.
- Onboarded and enabled new colleagues by delivering training on customer service standards and operational procedures.

Senior Customer Service & Operations Specialist

Jun 2015 – Jan 2017

Centauro Rent a Car | Málaga Airport, Spain

Key Highlights

Supported customers across Spain and Portugal during peak operational periods, balancing service quality with commercial performance in a fast-paced environment.

- Led peak-period operations, resolving complex customer issues while maintaining service standards under pressure.
- Turned recurring complaints into process improvements that reduced repeat issues.
- Recommended additional products and services based on genuine customer needs, creating value while supporting business goals.

Personal Banking Advisor

Apr 2006 – Jun 2012

Banco Sabadell Solbank | Marbella, Spain

Key Highlights

Held relationship management of 300 to 500 international clients for six years in a regulated environment, growing it by looking after the relationships rather than chasing quick sales.

- Exceeded commercial targets by 15 to 20 per cent through expanded accounts, not one-off sales.
- Reviewed portfolios proactively, spotting needs and risk before clients raised them.
- Advised in three languages and handled confidential financial data to a regulated standard.

EARLIER EXPERIENCE

- **Reservations & Client Relations Agent** | Fuerte Hoteles Group | Marbella, Spain | 2005–2006
- **International Client Services Coordinator** | Buchinger Wilhelmi Clinic| Marbella, Spain | 2003–2004
- **Luxury Property Sales Consultant** | Marbella Luxury Homes | Marbella, Spain | 2002
- **VIP Client Services Coordinator** | Marriott Hotels | London, UK | 2000–2002

CERTIFICATIONS

HubSpot Academy

- Revenue Operations Certification | 2026
- Reporting Certification | 2026

IBM

- Project Management Fundamentals | 2026

HP LIFE

- Customer Experience for Business Success | 2026
- Strategic Planning in the AI Age | 2026

Microsoft

- Create and Manage Automated Processes by Using Power Automate | 2026
- Streamline Business Workflows with AI Chat | 2026

RELEVANT TRAINING

Banco Sabadell Solbank

- Banking & Financial Products
- Customer Success & Customer Experience
- Customer Complaint Resolution & Service Recovery

Sixt rent a car

- Executive Communication & Stakeholder Management
- Leadership & Team Collaboration
- CRM & Customer Relationship Management
- Consultative Sales & Customer Retention