



Management Bios

Customer Engagement Division

Genaro Herrera Dos Reis

Operations Director



Genaro has over 20 years of experience in the contact center industry across Latin America, including stints at Atento and Telecontacto, and experience with infrastructure projects for telecom providers.

At LinkActiv, he has implemented business strategies that have built the company's market share, increased its revenues and developed accounts. His strategies and operational programs retain clients and increase customer satisfaction, while his cost reduction initiatives promote organization-wide efficiency and productivity.

Eduardo Guardiola

Operations & Client Relationship Manager



Eduardo Guardiola has been an Operations and Client Relationship manager at LinkActiv since 2010. Eduardo has over 15 years of experience in Call Center, including managing operations, campaign implementation, adherence to key performance indicators, as well as developing and maintaining client relationship. Before joining LinkActiv, Eduardo managed Call Center operations in the insurance, health, and banking industries.

Eduardo has a Bachelor's Degree in Psychology from the University of Michigan and a Master's Degree in marriage and family Counseling from the University of Phoenix.

Alberto Franco

IT Director



With nearly two decades of network and server infrastructure experience (Microsoft & CompTIA certifications) and 13 years in the call center industry, Alberto continues developing an innovative, robust, and secure information technology environment for LinkActiv's operations.

Some of the strategic technology challenges he faces include tailoring solutions for each client and campaign, allocating resources, establishing information technology protocols, delivering infrastructure and services to four operational sites, and deploying security, compliance, administrative, and customer support systems.

Javier Avilés

Sales & Marketing Director



Over 20 years within the Call Center, marketing, and communications industries in Puerto Rico have given the knowledge to create customized solutions for each customer. Along with an outstanding team of dedicated professionals, Javier generates business intelligence to optimize client resources and handle complex and time sensitive technology projects.

Actively involved developing effective strategies to educate the market about CRM, and best practices in a fast-paced environment, improving results on a daily basis. Avilés is responsible for selling LinkActiv's 360 contact center solutions, customized to our customer needs.

- Key Accomplishment: Javier has developed custom solutions for LinkActiv's customers and partners within the local and US market, positioning the company as the #1 Customer Engagement Solution in Puerto Rico.
- Professional skills: 100% Customer Service skills, Planning, Communication, Leadership & Multi-Cultural oriented.

Sylvia Valentin

People Director



With proven experience in Human Resources Management; Sylvia has been known for leading others to reach their potential, while her outstanding negotiation and communication skills have helped her convey ideas and initiatives to maximize and improve talent management..

