

Javier Palacio

OPERATIONS LEADER | BUSINESS DEVELOPMENT | PEOPLE OPERATIONS | BUSINESS SYSTEMS

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EXECUTIVE PROFILE

Operations and business-development professional with Fortune 500 airport leadership experience, current multi-site Goodyear operations exposure, and Ataraxia CO LLC project work across outreach, branding, sales systems, SOPs, hiring support, and AI-assisted organization. Known for turning busy operations into clear priorities, stronger follow-up, better team execution, and practical systems owners can actually use.

POSITIONING SNAPSHOT

Operational leadership Led high-volume environments with 130+ team members, customer recovery, scheduling, reporting, fleet/service readiness, and daily execution.	Growth + client systems Builds outreach, sales follow-up, lead organization, customer communication, and business-development structure for service-based businesses.
People operations Practical hiring/interviewing, team selection, onboarding, coaching, accountability, and performance-improvement experience.	Business systems Creates SOPs, workflow maps, internal checklists, handoff processes, operating rhythm, and AI-assisted organization.

EXPERIENCE

Business Development, Brand & Operations Projects | Ataraxia CO LLC

Sacramento / Hybrid | 2026 - Present

- Support service-based and logistics businesses with lead research, outreach, sales positioning, follow-up systems, marketing materials, website support, rebranding execution, and AI-assisted workflow organization.
- Completed branding and website-development support for MyBizZone.com; supported private import/export companies with rebranding, sales positioning, and sales-training support.
- Provide business-structure and SOP support: role clarity, workflow maps, internal checklists, handoff processes, file organization, hiring-process structure, and simple operating playbooks.

Multi-Site Operations Manager | Goodyear Shops

Sacramento, CA | 2025 - Present

- Oversee execution across multiple Goodyear locations, coordinating staffing needs, workflow, service throughput, customer communication, issue resolution, and day-to-day operating priorities.
- Support hiring and interviewing by clarifying the operational need, screening for pace and customer fit, and helping select candidates who can perform in a service environment.
- Improve team consistency through scheduling discipline, service presentation, workflow habits, accountability, and practical process standards.

Operations Manager | Hertz Corporation - Hertz, Dollar, Thrifty

SFO & SMF | Approx. 2020 - June 2025

- Led high-volume airport rental operations across multiple brands with 130+ employees across fleet logistics, customer service, detailing, fueling, scheduling, returns, and daily execution.
- Supported multi-million-dollar monthly operating and sales goals through staffing control, fleet readiness, sales coaching, customer recovery, executive reporting, and process improvement.
- Built schedules and operating processes around vehicle availability, return flow, rental-return follow-up/recovery, customer escalations, and team accountability.
- Used sales, operations, and people-performance metrics to coach lower performers, improve conversion habits, support team decisions, and increase revenue-focused accountability.
- Created contests and incentive systems; onboarded and trained new managers on operating rhythm, reporting expectations, customer recovery, team communication, and execution standards.
- Used demand patterns, weather conditions, historical rental/return data, and local operating conditions to forecast returns, rentals, staffing needs, and fleet availability.

EDUCATION & CREDENTIALS

California State University, Chico - B.S. Business Administration; HR / People Operations focus

College of the Desert - A.S. Business Administration

California Life Insurance License - Licensed California Life Agent | Languages: Fluent English / Spanish