

Javier Palacio

OPERATIONS LEADER | BUSINESS DEVELOPMENT | SALES & MARKETING STRATEGY | PROCESS IMPROVEMENT

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EXECUTIVE SUMMARY

Bilingual business and operations leader with 5+ years managing high-volume Fortune 500 airport operations across SFO and SMF, plus hands-on experience in service operations, transportation marketing, business development, and sales support. Managed multi-department operations involving 130+ employees and multi-million-dollar monthly goals while leading scheduling, communication, customer recovery, reporting, sales coaching, and process improvement. Known for connecting operations, people, logistics, practical mechanical knowledge, and customer-facing sales execution to improve business performance.

CORE COMPETENCIES

Operations: Multi-Site Operations, Workforce Scheduling, Process Improvement, Executive Reporting, Team Development

Business Development & Sales: Prospecting, Customer Outreach, Sales Coaching, Lead Generation, Relationship Building, AI-Assisted Workflows

Logistics & Supply Chain: Fleet Coordination, Transportation Support, Parts/Supply Coordination, Inventory Awareness, Vehicle Readiness

Technical Knowledge: Tires, Brakes, Fluids, Filters, Maintenance Flow, Repair Prioritization | **Languages:** English & Spanish

PROFESSIONAL EXPERIENCE

Operations Manager | Hertz Corporation (Hertz, Dollar, Thrifty)

SFO & SMF | Approx. 2020 - June 2025

- Directed high-volume airport rental operations across Hertz, Dollar, and Thrifty brands.
- Managed operations involving 130+ employees across fleet logistics, customer service, detailing, fueling, scheduling, and vehicle movement.
- Supported multi-million-dollar monthly goals through performance oversight, revenue initiatives, and operational reporting.
- Created workforce schedules and improved cross-department communication to strengthen accountability and execution.
- Coordinated with maintenance teams to support vehicle readiness, repair flow, oil changes, and fleet availability.
- Coached sales performance and handled high-pressure customer escalation and recovery situations.

Operations Manager | Luxe Auto Center / 7DAYTIRE Goodyear

Sacramento, California | 2025 - Present

- Manage daily service operations, customer communication, technician workflow, shop organization, and repair-flow prioritization.
- Support parts and supply coordination by identifying needed components, organizing product information, and helping keep jobs moving.
- Apply practical mechanical knowledge across tires, brakes, fluids, filters, maintenance needs, and vehicle service workflow.

Marketing & Business Development Support | MC Transportation

Sacramento, California / Hybrid | 2026 - Present

- Support marketing and sales outreach for asset-based trucking and drayage services serving Port of Oakland, Sacramento, and regional logistics markets.
- Research prospects, organize target lists, draft outreach messaging, and communicate with importers, exporters, brokers, warehouses, and shippers.
- Use AI tools, market research, and operational knowledge to improve prospecting, customer communication, and business development workflows.

EDUCATION & LICENSING

California State University, Chico - Bachelor of Business Administration

College of the Desert - Associate Degree in Business Administration | Student-Athlete, Soccer - 2 Seasons

California Life Insurance License
