Anna Maria Onorati

Operations | Process Improvement | Training & Enablement

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Based in Italy | Open to Remote Opportunities & International Relocation

Professional Summary

International Operations and Customer Experience professional with 10+ years of experience across SaaS, FinTech and customer operations in Italy and Portugal. Combines process design, project coordination, training, coaching and team leadership. Experienced in supporting market launches, localizing products and building operational workflows and knowledge resources from scratch. Focused on helping people develop their skills and equipping teams to deliver effective support.

Core Competencies

Process Design and Continuous Improvement; Operations and Project Coordination; Training and Product Enablement; Team Leadership and Coaching; Quality Assurance and KPI Monitoring; Knowledge Management; Customer Onboarding and Implementation; Cross-functional Collaboration; SaaS Technical Troubleshooting.

Work Experience

Senior Customer Success Manager

AUFINITY GROUP, Italy | Sep 2024 - Sep 2026

- Supported the Italian market launch of a FinTech platform, supporting product localization and collaborating with international Product teams.
- Built operational and post-sales processes from scratch, creating workflows, tracking tools and post-sales documentation adopted by international teams; refined processes based on issues identified during initial implementations.
- Co-developed the international Sales & Customer Success Handbook, contributing post-sales processes from banking and technical onboarding to implementation, go-live and quarterly business reviews (QBRs).
- Managed onboarding and implementation for enterprise clients across multiple locations, from contract signing through banking and technical onboarding, testing, go-live, reviews, QBRs and ongoing technical support.
- Delivered on-site and remote training to client stakeholders across departments, from CFOs and other C-level executives to warehouse and front-office teams; onboarded and mentored new Customer Success colleagues.

SaaS Operations & Product Enablement Specialist

NIELSENIQ, Portugal | Sep 2023 - Aug 2024

- Managed SaaS platform operations and technical support for international B2B clients across Italian, Portuguese and Brazilian markets.
- Investigated and resolved complex technical issues using Jira, Datadog and browser developer tools, collaborating with technical teams to improve platform usability and customer experience.

Customer Operations Team Lead

EVA GLOBAL, Portugal | Jun 2022 - Jun 2023

- Led multilingual customer operations for a team of 25, focusing on quality, coaching and KPIs.
- Helped establish operational workflows and performance monitoring; delivered onboarding, training and individual coaching to support team development.

Work Experience Continued

Loan Underwriter

BNP PARIBAS CARDIF, Portugal | Jun 2020 - Jun 2022

- Assessed financial, employment and contractual documentation for Italian consumer lending applications.
- Conducted credit eligibility and risk assessments in accordance with internal policies and regulatory requirements.

First Line Manager / Customer Service Advisor

TELEPERFORMANCE, Portugal | Nov 2017 - Jun 2020

- Progressed from Bilingual Customer Service Advisor (Nov 2017 - Jun 2019) to First Line Manager (Jul 2019 - Jun 2020).
- Led multicultural teams of up to 25 advisors, managing daily operations, KPIs, service quality, coaching and targeted training to support performance and employee development.
- Supported multilingual customer service across international client projects and helped advisors resolve complex customer cases.

Childhood Educator & Learning Mentor

PRIVATE NURSERY & EDUCATIONAL SERVICES, Italy | Sep 2012 - Jul 2017

- Designed structured educational activities for children aged 0-12, adapting programmes to individual needs and developmental stages.
- Mentored trainee educators through practical guidance and feedback; collaborated with colleagues and families to monitor development.

Quality Analyst

CUSTOMER SERVICE OPERATIONS, Italy | Jan 2012 - Jul 2012

- Monitored and evaluated customer service calls to assess quality standards and policy compliance.
- Identified performance gaps, analysed recurring issues and delivered targeted coaching to customer service advisors.

Education

Universitas Mercatorum | Bachelor's Degree - Ongoing

Languages & International Markets

Certifications and Training

Six Sigma Green Belt - 2026
Project Management - IBMI, 2023
HR Management - GeVi Academy, 2021

Tools and Platforms

CRM and Customer Operations: Salesforce, HubSpot, Zendesk, Microsoft Dynamics

Project and Collaboration: Jira, Confluence, Notion, Slack

Technical and FinTech: Adyen, Datadog, Chrome DevTools

Training and Productivity: Moodle, 360Learning, Canva, Scribe, Microsoft 365, Google Workspace

Analytics: Microsoft Excel, Power BI (Basic)

Languages

Italian - Native | English - Fluent | Portuguese - Fluent | Spanish - Basic (A2)