LENIN SY

Lenin Diaz | Executive profile update
Head of Sales and Operations - Get My Course Australia

Current career information | 23 October 2026

Get My Course: role progression

July 2021: joined as Business Operations Manager.
December 2025: promoted to Senior Business Operations Manager.
July 2026: promoted to Head of Sales and Operations.

This chronology supersedes the June 2021 start date and earlier role wording in the source CV on the following pages. The current title is Head of Sales and Operations.

Growth and operational scope

Get My Course: supported growth from a 5-10-person team to approximately 75 people, alongside expansion from two high-ticket courses into a broader mix of courses, short courses and continuing professional development offerings.

Sitel: contributed to expansion from approximately 30 to 1,000 seats across two Manila sites, Tarlac and Baguio. This broader expansion is separate from the approximately 500-person dialler-management scope described in the source CV.

How to read the accompanying record

The following three pages preserve the original executive CV as historical supporting material. The 35% Get My Course growth figure refers to the reported 2024 outcome, not a recurring annual guarantee. Other metrics remain historical, candidate-reported outcomes. This update does not independently verify those claims.

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LENIN DIAZ

Senior Operations and General Management

Head of Sales and Business Operations | EOS Integrator

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Executive Profile

Senior operations leader with 20+ years in customer operations, business transformation and people leadership, including Australian education and telecommunications. Leads sales and operations at Get My Course Australia, partnering with founders and Registered Training Organisation stakeholders on customer experience, systems, collections and growth. Earlier roles span financial services, insurance, energy and logistics, with workforce planning responsibilities supporting up to 700 staff across Australian and Philippine sites. Combines commercial judgement, Lean Six Sigma methods and practical execution to improve business performance.

Selected Business Impact

- Delivered US$658,000 in sustainable cost savings through HSBC's Dialer Efficiency Project, including the transition of 41 full-time equivalent roles from a third-party BPO centre.
- Reduced average monthly inbound call abandonment from 48% to 4% at HSBC; a separate contact optimisation project improved contact rates by 5% and sales productivity by 3%.
- Supported 35% year-on-year business growth at Get My Course through customer experience improvements, CRM implementation, workflow efficiency and stronger collections processes.

Leadership Capabilities

Operational strategy and execution • Commercial performance and cost control • Remote team leadership • Workforce and capacity planning • Customer experience • KPI governance • CRM implementation • Collections and cash flow • Process improvement • Business transitions

Professional Experience

Head of Sales and Business Operations

Get My Course Australia | June 2021 - Present

Australian education | Earlier role: Business Operations Manager

- Lead business operations and customer experience, working with founders and senior leaders to align delivery priorities with sales and growth objectives.
- Implement and improve CRM processes, operational workflows and reporting to strengthen customer visibility, data quality and accountability across remote teams.
- Strengthen invoicing and payment collections, working with finance to minimise overdue payments and support reliable cash flow.
- Develop team leaders through clear performance expectations, coaching and regular business reviews; maintain effective relationships with RTO partners across Australia.
- Helped sustain a 4.9/5 Trustpilot rating through customer support processes and consistent service delivery.

LENIN DIAZ

Professional Experience

Head of Sales

BIMA Milvik Insurance | January 2021 - June 2021

- Led sales operations and local leadership teams, translating revenue objectives into sales plans, quotas, coaching and performance reviews.
- Developed sales forecasts and analysed product, volume and profit trends to guide execution and resource priorities.
- Managed sales training and quality improvement, holding people managers accountable for engagement, retention and team performance.

Operations Manager

IBEX Philippines Incorporated | June 2020 - January 2021

- Supported inbound logistics customer service operations comprising approximately 600 staff, with responsibilities across people leadership, service performance and operational governance.
- Oversaw budgeting, reporting, planning and audit activity; developed operational policies and worked with senior stakeholders on delivery priorities.
- Partnered with HR and leadership on recruitment, communication and employee engagement to maintain service continuity.

Operations Manager

Sitel Philippines Incorporated | December 2019 - June 2020

- Managed energy sector inbound, outbound and back-office operations, budgets and forecasts, focusing on cost efficiency, service quality and performance against KPIs.
- Improved operating processes and management routines; recruited, trained and supervised staff and monitored quality and compliance requirements.

Dialer Manager

Sitel Philippines Incorporated | September 2018 - December 2019

- Managed dialler performance and capacity planning for outbound operations supporting approximately 500 staff across Manila, Newcastle and Tarlac.
- Partnered with SSE performance and data teams on forecasting, service levels and campaign analysis; addressed intraday exceptions and dialling opportunities with operations.

Capacity Manager

Telco Services Australia | October 2016 - September 2018

- Supported workforce capacity and productivity planning for approximately 700 outbound sales staff across Manila, Queensland, Victoria and Western Australia.
- Produced productivity analysis, volume forecasts and capacity calculations; worked with Telstra lead-generation and capacity teams to resolve operational gaps.

Associate Operations Manager

Tech Mahindra Philippines | September 2015 - July 2016

- Delivered inbound health insurance operational plans within agreed budgets and timescales, managing service levels, staffing requirements, workforce costs and client relationships.
- Analysed demand and team performance, implemented operating policies and coordinated corrective actions to improve delivery.

LENIN DIAZ

Earlier Experience and Professional Development

Assistant Manager for Operations and Dialer Manager

HSBC Electronic Data Processing Philippines | June 2012 - August 2015

Financial services | Inbound and outbound customer operations

- Managed campaign delivery, dialler settings and service performance; partnered with strategy, operations and IT to align contact activity with global standards and compliance requirements.
- Led the Dialer Efficiency Project from December 2013 to September 2014, delivering US$658,000 in sustainable cost savings and transitioning 41 full-time equivalent roles to Manila.
- Led the 2014 inbound abandonment improvement project, reducing the monthly average from 48% to 4%; worked with analytics and process improvement teams on contact optimisation.
- Coordinated Manila dialler deployment and system upgrades from version 6.6 to 7.2 with regional IT and sales teams.
- Led the migration of a 14-person Hong Kong telemarketing operation to Manila, achieving business-as-usual operation in March 2015.

Earlier HSBC progression | June 2008 - June 2012

Customer Service Associate; Senior Associate in Outbound Customer Sales; Customer Relations Unit Associate in Escalations; Associate Team Leader. Built a foundation in customer resolution, sales, quality calibration, payroll support and team coaching.

Certifications and Professional Development

- Lean Six Sigma Green Belt and Yellow Belt — Ask Lex PH Academy, September 2019.
- Project Management Fundamentals — Ask Lex PH Academy, August 2022.
- Mental Health First Aid and Psychological First Aid — Mental Health Hour Manila, 2024.
- Skills for Mental Health Trainers and COLT Leadership Training — AHA Psychological Training Services, 2024. Leadership modules covered organisational leadership, critical thinking, ethics, strategic planning and organisational development.

Education

Studies in Psychology | University of Batangas, 2003 - 2005

Studies in Mass Communication | AMA Computer College, 2006 - 2007

Recognition and Community Leadership

- Manager of the Year — Get My Course, 2025; additional quarterly management and high-performance awards.
- ALPHA Top Lifelong Learning Practitioner of the Year — Ask Lex PH Academy.
- Guest speaker with Ask Lex PH Academy, with a focus on leadership development and workplace mental health.
- Co-founder, Mental Health Hour Iloilo; Associate Communication Officer, Mental Health Hour Manila; Chapter President, Sierra Falcones Iloilo.

Systems and Languages

CRM implementation, operational reporting, workforce forecasting, contact-centre diallers and workflow improvement. Selected platforms include Zoho One, Microsoft Office, Google Workspace, Slack and ClickUp.

English and Filipino: fluent. Mandarin and Spanish: basic.