



Pfeiffer Partner Program

Carlos A. Santayana

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Carlos Santayana is a bilingual MBA, originally from Cuba, who has worked in Training and development in the United States and Mexico during the last 25 years. During his fifteen years with Citigroup, Carlos ran training in Mexico as Expatriate Director and Vice President of Learning and Development. Carlos has also been Vice President of Sales and Vice President of Sales Training in the US and worked as Senior Internal Performance Consultant in Sales.

Professional Expertise/Services

Creating and delivering training that achieves a lasting impact. Analyzing current performance against goals and identifying not just the skills but the environmental changes that can be made to improve performance. Aiding in the execution of those changes through purposeful persuasion and buy in. Designing training, processes, incentive plans, reporting structures in such a way that more can be achieved with less while maintaining a nurturing work environment in the long run. Change management that engages stakeholders in the architecture and execution of change to successfully transform attitudes, actions and results.

Recent Assignments - Examples below

- Santayana Group- Two months-Owner
- Citigroup- Fifteen years-VP of Sales and VP of Training
- AIG-American General- Five Years Operations District Manager and Sales Regional Manager
- Santayana and Associates- Five years- Owner of employee benefits and investment firm marketing health, life, disability, business continuation insurance coverage's and investment and retirement plans.

Education and Professional Affiliations

- M.B.A University of South Florida

Contact Information

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