

Roberto J Bendana

AI Adoption & Change Enablement | AI Workflow Adoption Advisor | Executive Coach

Mexico · Remote · English and Spanish · Rob@rbendana.com · rbendana.com · [Roberto Bendana on LinkedIn](#)

PROFESSIONAL FOCUS

I am a psychologist, ICF Professional Certified Coach, and AI adoption practitioner. My work sits where human behavior, leadership, communication, and practical technology meet.

I help people and teams make thoughtful changes in how they work with AI. That means identifying where AI can create real value, deciding what should remain human, and designing workflows that people can understand, use, and trust.

I am seeking full-time employment, external contract work, and focused consulting or advisory opportunities in AI adoption, change enablement, workflow design, implementation, coaching, learning, and customer success.

CURRENT WORK

Founder — AI Workflow Adoption Advisor, Founder-Sync OS

Full-time · Remote · January 2026–Present

I work with founder-led service firms to think clearly about practical AI adoption. I focus on one workflow at a time, simplify before adding technology, and make ownership, human review, and useful measurement visible.

Founder — Product Research & Development, Lectios

Part-time · Remote · February 2026–Present

I am researching and developing a privacy-conscious document and workflow product. My responsibilities include product research, workflow design, evaluation planning, and privacy-first decision-making while the product and market need are being validated.

RELEVANT FOUNDATION

Executive Advisor and Performance Specialist — Private Advisory

Self-employed · Remote · January 2016–July 2026

Advised leaders and professionals on performance, communication, decision-making, and sustainable behavior change.

Leadership Coach — Sounding Board

Contract · Remote · September 2022–June 2026

Coached leaders through development goals, workplace challenges, communication, accountability, and practical change.

ICF PCC Executive and Leadership Coach — Corporate Learning Platforms

Contract · Remote · September 2020–June 2026

Delivered executive and leadership coaching for professionals across industries and organizational contexts.

EVIDENCE

- 2,400+ hours of coaching delivered
- 500+ people coached
- More than 15 years working with behavior, performance, communication, and leadership
- ICF Professional Certified Coach

CAPABILITIES

AI adoption and change enablement · AI workflow discovery and design · implementation and enablement · executive and leadership coaching · behavior change · facilitation and professional communication · human evaluation and written feedback · bilingual work.

CONTACT

If you are hiring for AI adoption, change enablement, workflow implementation, coaching, or related work, I would be glad to talk.

[Book a 30-minute conversation with Roberto](#)