

Automotive Industry Leader Barbara A. Trujillo Launches TAG Focused on CX and Operational Performance

Combining executive operational expertise with a background as a national spokesperson and author, TAG delivers customer experience, leadership, and performance strategies that drive retention, efficiency, and meaningful growth.



Marlboro, New Jersey Apr 1, 2026 ([IssueWire.com](https://www.IssueWire.com)) - Barbara A. Trujillo Launches Trujillo Advisory Group, Bringing Executive-Level Customer Experience and Operational Leadership to Automotive and Beyond

Barbara A. Trujillo, a seasoned automotive executive with over 30 years of experience across OEMs, EV startups, and dealer groups, has officially launched Trujillo Advisory Group (TAG), a boutique consulting firm focused on elevating customer experience, contact center operations, and service performance.

Known for her leadership roles at companies such as Polestar, Rivian, Jaguar Land Rover, Penske, and Warren Henry Auto Group, Trujillo has built and scaled high-performing customer experience organizations from the ground up. Through TAG, she now partners directly with dealer groups, OEMs, and growth-stage organizations to align operations, improve performance, and unlock untapped revenue opportunities.

“At the heart of every great operation is a meaningful human experience,” said Trujillo. “What I’ve seen throughout my career is that most organizations already have the opportunity within their business, they just need the right alignment of people, process, and execution to unlock it.”

In addition to her operational expertise, Trujillo brings a distinctive background as a former national Health & Fitness spokesperson and published author of *“Barbara por Atras: A Latin Woman’s Guide to Fitness.”* She has represented several nationally recognized brands and organizations, including the National Honey Board (*Miel Pura*), Macy’s Hispanic Heritage Month, Nike Women, and the American Heart Association.

Through these roles, she has appeared in national media campaigns across networks such as CNN, NBC, ABC, and Telemundo, delivering bilingual (English and Spanish) messaging on health, lifestyle, and performance. An experience that continues to shape her dynamic, relatable, and human-centered leadership voice today.

Through Trujillo Advisory Group, she is expanding her presence as a speaker and media contributor, offering perspectives on:

- Customer experience and operational excellence
- Automotive and EV industry transformation
- Leadership and organizational alignment
- Women in leadership and navigating male-dominated industries
- High-performance lifestyles and sustainable success

Trujillo is currently partnering with organizations in both advisory and executive capacities and is available for speaking engagements, panels, and media opportunities.

About Trujillo Advisory Group

Trujillo Advisory Group (TAG) is a boutique consulting firm specializing in customer experience, service operations, and contact center development. TAG works with organizations to identify operational gaps,

align teams, and implement scalable solutions that drive performance, retention, and profitability.

For media inquiries, speaking engagements, or consulting opportunities, please contact:

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