



Coppel: Accelerating digital transformation with targeted upskilling

Learn how Coppel's Tech Academy uses Pluralsight to equip 3,500+ technologists across 175 roles.



The challenge

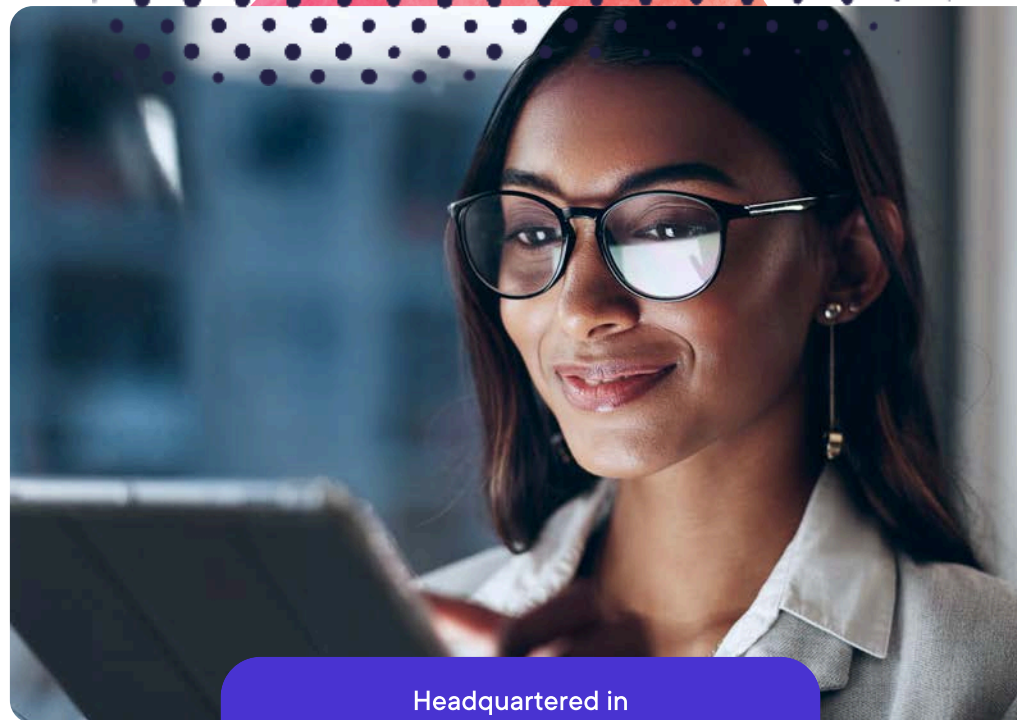
Searching for scalability

Coppel operates in both retail and financial services, facing growing demands for digital innovation. With over 50 million customers, the demands on their IT teams were high, requiring support for expanding digital platforms, store operations, supply chain, and financial services. The organization managed numerous strategic initiatives, each requiring IT support, development, and quick deployment of solutions.

However, Coppel's existing approach to skills training was not sufficiently scalable. The organization had over 80 diverse roles, making it challenging to provide tailored training across teams. As the business continued to grow, it became clear that a more structured and efficient approach to upskilling was necessary to meet the evolving needs of the retail and financial sectors. This included accelerating their shift to cloud computing and improving cybersecurity across all digital touchpoints.

Who they are

Coppel is a leading Mexican retail and financial services company. Founded by Enrique Coppel Tamayo in 1941 in the city of Culiacan Sinaloa, Coppel has experienced continual growth, and today has a presence in more than 627 cities and towns in México.



Headquartered in
Culiacán, Sinaloa, Mexico

+120,000
employees

Founded in
1941

Coppel's Tech Academy

 3,500 technologists

 175 distinct IT roles

 22 key priorities



The solution

Building tech talent to drive innovation

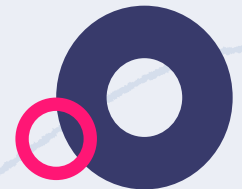
In response to these challenges, Coppel established the Tech Academy, transforming its approach to IT skill development. Initially focused on developers, the program expanded to support 12 knowledge communities, including software developers, cloud engineers, system administrators, and service engineers.

Through a strategic partnership with Pluralsight, Coppel leveraged Skill IQ assessments to personalize training pathways for over 3,500 technologists, aligning training to 175 distinct IT roles across 22 key priorities. The Tech Academy enabled Coppel to efficiently map out the skills needed across its IT organization, including key technologies such as Java and Google Cloud.

By organizing training through these structured communities, enabling internal gamification, and using real-time data to track progress, Coppel saw a 70% reduction in time required to upskill employees. This rapid learning allowed them to address business needs more effectively, improving productivity, reducing time-to-market for digital solutions, and enhancing the security and reliability of their systems.

“The Tech Academy has helped us develop a culture that values continuous learning. We’ve seen improved collaboration and productivity across all our digital platforms.”

—Miguel Angel Garcia Chavez,
Tech Academy Manager, Coppel



Key benefits of Pluralsight for Coppel

Targeted upskilling

Coppel aligned training to 175 specific roles, ensuring employees develop relevant skills efficiently.

Scalable learning

Over 3,500 technologists benefited from structured learning pathways, enhancing productivity and innovation.

Rapid skill acquisition

Coppel reduced the time to reach skill proficiency by 70%, enabling faster adaptation to business needs.

Future-ready workforce

The initiative has equipped Coppel to navigate a digital future with a focus on continuous improvement and agility.

Next steps

Empowering growth through continuous learning

Coppel continues to invest in the Tech Academy, with plans to expand training to additional roles and skill sets as the organization grows. Emphasizing a culture of continuous learning, Coppel aims to nurture a workforce that is adaptable, skilled, and capable of driving the organization forward in a rapidly evolving digital landscape.

"We've been told we needed to move our business to recruit new talent. We're telling them, 'No, we're developing the best people right here,' and Pluralsight is a very important part of that," says Jorge Zambrano, reinforcing the company's commitment to internal development. Through ongoing collaboration with Pluralsight, Coppel is refining its skills architecture to ensure that its teams are prepared for future technological advancements. This dedication to fostering a learning culture is central to maintaining a competitive edge and equipping employees to meet emerging business needs effectively.





Get started with Pluralsight

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