

Leticia “Gloria” Ntela, M.A., LPA-IP Chief Marketing & Operations Lead | Armantel, LLC

Leticia “Gloria” Ntela is a strategic marketing and operations leader specializing in systems-driven business growth, client experience optimization, and digital workflow implementation. With a unique foundation in clinical psychology and health informatics, she brings a data-focused, process-oriented approach to marketing execution and operational excellence.

At Armantel, LLC, Gloria leads the development of structured marketing systems, client intake processes, and digital workflows that drive lead generation, improve conversion rates, and enhance overall client engagement. She is instrumental in building scalable infrastructure—integrating CRM systems, optimizing communication pipelines, and standardizing processes to support consistent, high-quality project delivery. Prior to her role at Armantel, Gloria founded and operates Mindful Mastery, PLLC, where she successfully designed and implemented full-scale digital systems, including CRM/EHR platforms, KPI tracking dashboards, and revenue optimization processes.

Her ability to bridge systems, data, and user experience has consistently resulted in increased efficiency, improved accuracy, and stronger client retention. Gloria’s background includes managing high-volume data systems, training teams on workflow adoption, and implementing process improvements across organizations handling hundreds of client records annually.

She is known for her precision, compliance-focused mindset, and ability to translate complex systems into streamlined, user-friendly operations. She holds a Master of Arts in Clinical Psychology from the University of Houston–Clear Lake and continues to advance her expertise in health informatics and digital systems integration. At her core, Gloria operates at the intersection of marketing, systems, and operations—building the infrastructure that turns opportunity into scalable revenue.