

Influential Women Showcases Izabel Stapleton: Accomplished Entrepreneur And Founder Of Sonora BPO

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Leveraging More Than 12 Years of
Emergency Medicine Experience to Drive
People-Centered Operations, Scalable
Outsourcing, and AI Innovation

St. Petersburg, Florida — Izabel Stapleton is a Brazilian-born, U.S.-based entrepreneur and operator whose career reflects an unconventional but powerful transition from emergency medicine to business leadership, operations, outsourcing, and technology innovation. Drawing on more than 12 years as a nurse in high-pressure clinical environments, Izabel has developed a leadership philosophy grounded in adaptability, pattern recognition, empathy, and decisive action.



Today, she co-owns and operates multiple companies across the background screening and business process outsourcing (BPO) sectors, helping organizations address talent gaps, build distributed teams, and establish structured operations designed for sustainable growth. Through her work with Sonora BPO, Izabel helps businesses develop offshore teams in the Philippines, providing a strategic approach to scaling operations while reducing operational strain and improving efficiency.

Her entrepreneurial work also extends into artificial intelligence and human behavior. Izabel is developing AI tools designed to help neurodivergent individuals better interpret nonverbal communication in virtual settings, an initiative that has a deeply personal connection to her own life and reflects her broader commitment to creating technology that solves meaningful human problems.

Izabel's professional journey began in emergency medicine, where she spent more than a decade working in demanding clinical environments. The experience required her to remain calm under pressure, recognize patterns quickly, communicate effectively, and make decisions in situations where the stakes could be significant. Over time, those abilities became transferable skills that helped shape her approach to entrepreneurship and operations.

Rather than viewing her nursing career as separate from her business journey, Izabel sees it as foundational to the way she leads today. Her ability to understand people, identify patterns, and respond to complex circumstances has become one of her greatest strengths as an operator.

"Izabel believes the best way to learn is by acting," a philosophy that has become central to how she approaches both business and personal development. She believes people have to start before they are ready because there is no perfect moment when someone suddenly becomes fully prepared. Instead, experience creates knowledge, action creates feedback, and continued learning creates improvement.

For Izabel, that philosophy also challenges the tendency among women to underestimate themselves. She believes women have historically been conditioned to question their capabilities, and she encourages them to recognize their strengths rather than allowing self-doubt to determine what they pursue.

Her own experience has reinforced her belief in the power of women-led organizations. Izabel believes companies led by women can be highly efficient because they tend to be people-driven and culture-driven while placing meaningful emphasis on supporting their teams. She wants to see more women take risks, pursue leadership opportunities, and enter spaces without feeling that they must first meet an arbitrary standard of perfection.

Mentorship has played a significant role in Izabel's development. The most influential advice she has received has come from women, beginning with her mother, whom she describes as her first mentor and guide. Throughout her career, she has continued to seek the perspectives of women who have successfully navigated challenging professional environments.

For Izabel, those perspectives are particularly valuable because women can provide insight into experiences that others may not have encountered themselves. Women who have succeeded in traditionally male-dominated spaces can offer guidance on navigating unique challenges, building confidence, and finding ways to remain authentic while advancing professionally.

That belief shapes the advice she offers to young women entering business and technology: do not be intimidated by what you do not know. Izabel encourages women to begin before they feel completely prepared, learn through experience, ask questions, and allow each step to inform the next.

She believes waiting for perfection can become a barrier to progress. Instead, she encourages women to take action, learn from mistakes, adapt, and continue moving forward. In her view, confidence is often built after action rather than before it.

Within her own field, Izabel sees significant opportunities emerging from the convergence of outsourcing and artificial intelligence. She is actively developing partnerships with business coaches and organizations with established client networks, creating opportunities for referral partnerships and broader access to operational solutions.

One of her strategic partnerships involves an AI coach developing an innovative platform, with both initiatives being developed alongside one another to provide clients with complementary solutions. Izabel believes the combination of human talent, outsourcing, and intelligent technology can help businesses grow while managing costs and operational complexity.

At the same time, she recognizes challenges within the American workforce, particularly around the cost of hiring and maintaining entry-level talent. While she believes there are highly capable professionals in the United States, the cost of labor and living can make certain staffing models increasingly difficult for growing companies. In this environment, Izabel sees outsourcing as a potential solution that allows organizations to access talent while maintaining greater operational efficiency and controlling overhead.

Her AI initiative presents another significant opportunity. The project is currently focused on reaching a strong prototype capable of demonstrating its potential to investors and users. Izabel believes the concept has generated enthusiasm because it addresses a need she sees as insufficiently served by existing tools.

The project is especially meaningful because it is designed to help neurodivergent individuals, including people like Izabel and her husband, communicate more effectively in virtual environments. By bringing together her personal experience, entrepreneurial perspective, and interest in technology, she hopes to create a solution with practical and lasting impact.

At the center of everything Izabel does is a desire to help people in a meaningful way. Her commitment to service began in healthcare and continues through her entrepreneurial work. Whether she is helping a client build a stronger team, improving operational efficiency, or developing technology intended to improve communication, she looks for ways to create tangible value.

She is particularly passionate about putting the right people in the right roles. In her experience, one poor hiring decision or consistently negative attitude can affect an entire organization. For that reason, she emphasizes thoughtful team building, consistent feedback, and creating structures that allow employees to succeed.

Izabel views feedback as an opportunity for employees to do the right thing. Rather than treating

feedback solely as criticism, she believes organizations should establish consistent feedback loops that help people understand expectations, improve performance, and contribute more effectively.

Her philosophy ultimately comes down to action, authenticity, and service. She values helping people, giving back, learning through experience, and creating meaningful solutions. She also places significant value on women's perspectives and leadership, believing that greater representation creates stronger organizations and more inclusive professional environments.

Izabel Stapleton's evolution from emergency medicine nurse to entrepreneur and technology innovator demonstrates how skills developed in one field can become powerful assets in another. By combining clinical experience, human-centered leadership, operational expertise, and an entrepreneurial willingness to act before everything is perfectly defined, she continues to build businesses and technologies focused on helping people and organizations move forward.

For Izabel, the objective is not simply to build successful companies. It is to create systems, teams, and solutions that make people's lives better—and to encourage others, particularly women, to believe they are capable of doing the same.

Learn More about Izabel Stapleton:

Through her Influential Women profile, <https://influentialwomen.com/connect/Izabel-Stapleton> or through her profile on Sonora BPO, <https://sonorabpo.com/about/>

Influential Women

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