

ANDREW R. SODERBERG - WHEN CUSTOMER SUCCESS IS KEY TO BUSINESS GROWTH

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QUALIFICATIONS PROFILE

Multi-award winning, performance driven customer success executive with over thirty-five years of experience ready to leverage extensive background in customer success/support, internet services, product strategy, UX design architecture, web accessibility, content management, software development, and team building into an executive position with a creative, customer centric, technology company.

AREAS OF EXPERTISE

Strategic Planning • Technical Consulting • Product Development • Operational Efficiency • Continuous Process Improvement • Multi-Channel Customer Service Strategy • Leadership • Customer Success • Negotiations • Information Architect • Optimized Resource Allocation • Team Training & Coaching • Relationship Management • Strategic Partnerships • Client Engagement • Change Management • Team Building • M&A Integration

PROFESSIONAL OBJECTIVE

Fractional or Full Time
Position:
CSO, CXO, CTO, CWO,
COO

Consulting:
Hourly, Per Project,
Monthly Retainer,
Contract

Target Industries:
SaaS, Internet,
Software, E-commerce,
Media/Video

Preferred Locations:
Greater San Diego area
US/EU Remote Work

ACCOMPLISHMENTS

Strategic Planning / Business Growth

Executive role in building company from the ground up to becoming number one provider of CMS software in higher education. Introduced customer centric success strategy and infrastructure, recruited and trained highly specialized teams, and implemented enterprise software tools and processes to manage hundreds of customer projects, ARR grew <\$1M to >\$20M over 5 years.

Customer Experience Innovation

Created & implemented interactive visitor experience for Apple Computer's pavilion at Disney World's Epcot Center visited by over a million guests. Secured vendors, developed interactive laserdisc system, and produced video content to successfully present Apple and third-party software product messaging.

Customer Service Optimization

Slashed ticket solution times by +100% – from two days to under four hours – increased customer satisfaction from low 80s to consistent +99% and won nine international Stevie Awards for Excellence in Customer Service across multiple companies. ARR M&S revenue increased from \$13M to \$17M over 3 years.

Technology Expertise

Technical strengths include over thirty years of UI design, UX/CX Architecture, enterprise productivity tool deployments, and application development across multiple B2B and B2C markets and delivery systems, including: web, mobile, video, interactive media, retail, hardware, software and SaaS services. Web Accessibility; Zendesk admin, Wrike Project Mgmt.; Monsido, Siteimprove, and PowerMapper.

EMPLOYMENT AND EDUCATION

Verimatrix, Inc.
Soderberg Consulting
OmniUpdate, Inc.
Interact Comm.
Merlin Media, Inc

Director, Global Support
Executive Consultant
VP of Customer Success
CTO, VP of Web Services
President & Founder

Apple Computer, Inc. **QuickTime Evangelist**

Humboldt State University – Computer Sci. Studies
Concordia College – Computer Sci. Studies