Customer Success and Professional Services Executive who thrives on challenges and harnessing emerging technologies to innovate products and services, while focusing on optimizing the customer experience. Leverages entrepreneurial spirit, diverse talents and experience across private, public and venture-funded start-up, high growth and Fortune 100 companies to drive strong contributions to revenue, productivity, profitability and business growth. Trusted advisor and articulate communicator who is passionate about building and mentoring top-performing teams.

- **Strategic Planning/Business Growth** – Played pivotal role in building a company from the ground up to becoming number one provider of CMS solutions to higher education. Introduced customer centric success strategy, processes and infrastructure, recruited and trained highly specialized teams, and implemented best in class enterprise software tools and playbooks to manage hundreds of complex professional services projects and tens of thousands of support requests annually.

- **Customer Service Optimization** – Reduced ticket solution times by +100% – from two days to under four hours – increased customer satisfaction from low 80's to consistent +99% with 20%-35% response rates. Won nine international awards for excellence in customer service across two companies.

- **CX Operations Expertise** – Acellerated company growth by defining and implementing an inter-department (CS, PM, Eng, & Sales) positive feedback loop program that improved SaaS services quality, tripling self-help portal content, enabled customer feature requests, which reduced customer issues by 40% in year one, reducing support overhead while sales increased 30% YOY, enabling focus on new feature development to accelerate new business. Post M&A, lead successful integration of global support operations with 90% completion in 6 months, 100% at 12 months.

- **Technology Expertise** – Over 30 years of UI design, UX/CX architecture, platform 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.

- **Customer Experience Innovation** – Created entertaining interactive visitor experience for Apple Computer's pavilion at Disney World's Epcot Center visited by over 1 Million guests. Secured vendors, developed interactive laserdisc system, and produced video content to present Apple computer and third-party software product messaging.

Leadership Strengths that Deliver Stakeholder Value

Customer Service and Support Strategy	Client Engagement Strategy	Listener, Mentor, Coach
Product	Program Management	Strategic Planning	Stewardship, Forsight
Customer Relationship Management	Contract Negotiations	Critical Thinking
Business Process Improvement	Change Management	Problem Solving
KPI & Metrics Data Analysis	M&A Integration	Attention to Detail
B2B	B2C Support Processes	CX Thought Leader	Empathy, Awareness
Cross-Functional Leadership	Servant Leader	Zendesk Expert

A Career of Driving Customer Success Strategies and
Turning Customers into Product Advocates

VERIMATRIX, INC. San Diego, CA – *Leading provider of security and encryption services for television, media, banking, automotive, IOT, and software industries..*

DIRECTOR, GLOBAL TECHNICAL SUPPORT   2017 - 2020
Responsible for all of the customer and ecosystem partner-facing technical support, for customers ranging from regional telcos to major international tier-one satellite and cable operators. Responsible for all aspects of technical support globally for all of our product and service lines, while meeting customer deadlines and ensuring customer support issues are resolved swiftly and professionally within very strict SLA agreements.

- Directed four teams of support engineers (30) covering AMER & LATAM, EMEA, APAC and Analytics teams. Providing 24/7/365 support worldwide.
- Achived 600% ROI over 5 years by Implementing transition from Salesforce cases to Zendesk Support Suite, reducing backlog and increasing team performance. ROI calculated and vetted by IDC Research.
- Transformed knowledge base article workflow resulting in a 200% increase in KB articles from 500 to over 1,500 in 12 months (vs 4 years for first 500).
- Negotiated customers' Maintenance and Support contracts accounting for over $10 million in annual recurring revenue.
- Coached and mentored team on best practices and support workflows to generate a 50% increase in team performance over 12 months to offset over 50% in ticket volume, with no increase in head count.
- Achieved 99%+ CSAT scores for all of 2020 as a result of defining objectives, training teams, and implementing best of breed tools, over 18 months, eliminating the low 80-84% CSAT scores that had existed before my tenure.
- Defined and instituted an online Customer Care kit to streamline new customer onboarding, support orientation, to increase self-help and customer satisfaction.
- Mentored and training to all Support Engineers on customer case handling best practices.
- Post M&A, lead successful integration of global support operations with 90% completed in 6 months, 100% at 12 months.
- Monitored Priority ticket traffic between customers and support engineers to ensure customers are properly supported and satisfied. Mentored teams on any issues or anomalies for continual improvement.
- Strengthened cross department relations, significantly improved engineering response times to escalated issues.
- Developed team and department KPIs and developed live dashboard to showcase performance metrics.
- Established key customer relationships to strengthen M&S value and ensure renewals representing over $10 million annually.
- Identified, implemented, and managed department technology stacks (Zendesk, Slack, LastPass, Confluence).
- Recognized with four International Stevie Awards for Excellence in Customer Service 2020 (1 Gold, 2 Silver, 1 Bronze).

OMNIUPDATE, INC., Camarillo, CA – *Largest SaaS enterprise content management software provider to colleges & universities.*
VICE PRESIDENT OF CUSTOMER SUCCESS   2008 – 2016
Built and directed cross-functional Customer Success Department comprised of Professional Services, Training and Technical Customer Support teams, while personally providing consulting services on content strategy, web accessibility, information architecture and content migration to hundreds of college and university clients. As member of Executive Team, provided key contributions to five-year strategic plan.

- Built Customer Success Department from team of four to 31 – an almost eightfold increase over six years – becoming 30% of overall revenue with $7M in annual M&S revenue.
- Recognized with five Stevie Awards for Excellence in Customer Service three consecutive years.
- Achieved corporate net promoter scores (NPS) >50 in Q4 2015 and Q1 2016.
- Propelled monthly customer satisfaction scores from low 90% (2012 – 2013) to 99% or higher (2014 – 2016) with <2%/year churn (2014 – 2016).
- Infused organization with a culture of "customer first" support in rapidly growing environment.

- Instituted comprehensive suite of multichannel support services using social media, feedback forums, web knowledge base, and help-desk customer self-service tracks.

- Identified, implemented, and managed professional services project management/tracking software, which slashed delivery time 30%, while elevating customer satisfaction and profitability.

- Administered onboarding and implementation process for hundreds of client projects, achieving over $2 million annually; analyzed KPIs to execute process improvements.

INTERACT COMMUNICATIONS, INC., Onalaska, WI – *Research and marcom company serving two-year colleges nationwide.*
CHIEF TECHNOLOGY OFFICER AND VICE PRESIDENT OF WEB SERVICES   2006 – 2008
Joined company upon merger with Merlin Media in capacity of senior consultant directing strategic planning, web accessibility, information architecture and CMS research for 50+ higher education institutions. Staffed, trained and directed cross-functional web design and development team of 15+ offsite contractors.

- Negotiated and sold $1M in college and university web development contracts annually.

- Conducted CMS product research and analysis, specified RFP features and requirements; and defined custom implementation processes for 30 colleges with multiyear CMS/Web redesign budgets >$200K.

- Developed information architecture, design and implementation for 100+ college websites.

- Delivered CMS strategy, review and evaluation expertise to 50+ college clients.

MERLIN MEDIA, INC., San Jose, CA – *Silicon Valley creative consulting and services agency providing web design/development, video production and interactive media products.*

FOUNDER AND PRESIDENT   1993 – 2008
Leveraged vision and entrepreneurial drive to capitalize on emerging opportunities in the Web, establishing multimedia development company to serve Silicon Valley, and grew to large contractor base and team of 12 serving clients domestically and internationally. Merged company with Interact Communications.

- Secured Apple as first customer, and built their full-visitor experience 2,700 square foot interactive pavilion at Disney's Epcot Center that was visited by 1,000,000+ guests; captured other key clients, such as IBM and HP.

- Built company from the ground up over $2 million in annual revenue generating 40–50 new customers and 100–150 new projects annually, including 20 institutions of higher learning.

- Won international contract for interactive teaching DVDs for King Faisal Hospital in Riyadh, Saudi Arabia, providing services onsite and remotely.

- Managed business and flourished through the "Dot.Com Bust" of 2000 by transitioning services from high-tech toward higher education customers.

- Pioneered development and delivery of multimedia products and interactive CD/DVDs; scripted and produced dozens of corporate product and information videos.

- Authored Desktop Video Studio published by Random House (1995).

- Awarded "Top 100 Multimedia Producer" by Video and Multimedia Producer Magazine.

Additional Experience
Soderberg Consulting – *Web technology & accessibility consulting for Colleges & Universities*– **Owner-Consultant**
Apple Computer, Inc. – *Personal computers, Developer Relations* – **QuickTime and Hardware Technology Evangelist**
Aapps Corporation – *Pioneered digital video technology for Macs* – **Director of Marketing**
Jasmine Technologies, Inc. – *Disk drives and networking products for Macs* – **Director of Engineering**
Presentation Technologies – *35mm slide printer* – **Technical Marketing Manager**
Mindset Corporation – *Personal computer and digital effects for video production* – **Product Marketing Manager**
Vimart Corporation – *POP interactive kiosks for retail sales of computer software* – **Product Marketing Manager**
Atari, Inc. – *Personal computers* – **Product Manager and Award-winning (Clio) TV Commercial Producer**
Computer Connection – *Personal computer retailer* – **Co-Founder and Sales Manager**
Radio Shack – *Computer and electronics retailer* – **Retail Manager**
KVIQ Television – *ABC/NBC Television station* – **Technical Director**

Author – Desktop Video Studio published by *Random House/New Media*
Computer Science Studies – Concordia College, Moorhead, MN; Humboldt State University, Arcata, CA