

# Philip Philippides

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**Multidimensional Leader** with demonstrated success developing and executing strategies in that drive sustainable growth, build client loyalty, and deliver multimillion-dollar revenue gains. Persuasive technology leader recognized for thought leadership in customer experience, business process technology, and for expertise in creating differentiated customer experiences across sales effectiveness, marketing and service and digital commerce. Builds and cultivates strategic C-suite relationships with blue chip organizations, and motivates teams to deliver outstanding client engagements, and develop innovative solutions that generate high margin revenue. Select accomplishments:

- **Business Development:** Applies creativity and pragmatism to accelerate growth, enter new markets and build cohesive practices, including \$8.3M new business at Experio, increased revenue \$14M at Deloitte, and secured >\$135M in new business, co-sell, and co-development agreements at Cognizant. Delivered gross margins >52%.
- **Client Engagement Delivery:** Develops C-suite relationships to define customer experience objectives and rationalize discordant channels, to build effective CRM solutions, and to create durable organizational change – achieved upper 10% client satisfaction ratings at Deloitte and Cognizant, and consistently generated >85% revenue from follow-on work.
- **Thought Leadership:** Provides thought leadership on sales effectiveness, customer engagement using social media, and customer service effectiveness. Speaking engagements at DreamForce, PegaWorld, AppianWorld and Oracle's Open World directly led to >\$15M revenue.
- **Technology Leadership:** Has created several complex multi-platform solutions across AI, CRM, BPM and multiple portal technologies. Skilled at translating complex technology solutions into the language of business, identifying ROI and articulating the business case.
- **Representative Clients:**, First American Corporation, CoreLogic, City National Bank, Washington Mutual, Wells Fargo, Farmers Insurance, Morgan Stanley, Regence BCBS, Amex, Community Health Plan of Washington, Healthnet, Franklin Templeton, Mercury Insurance, United Healthcare Group, Kaiser Permanente.



## Skills

- Strategic Business Planning
- Product Market Fit Analysis
- P&L Management / Budgets
- C-suite Relationship Management
- New Business Development
- Solution and Methodology Creation
- M&A and Integration
- Practice Building and Transformation



## Work History

**Mar 2021 - Chief Executive Officer**

**Apr 2023**

*Silicon Valley Insight, San Francisco, CA*

Recruited to turn around this technology and advisory professional services firm.

- Doubled revenue in 11 months by closing the two largest engagements in the eight-year history of the firm.
- Created a go-to-market strategy and executed new sales and marketing processes.
- Hired new executive leadership team and put in place the necessary infrastructure to grow the firm.
- Secured investment necessary to upgrade reporting and management technology to support more efficient processes.
- Developed key operational and employee experience initiatives to drive and maintain substantial business growth.
- Created a new service offering and secured a partnership with a \$13B software firm that doubled lead flow and revenue.

**Jan 2019 - Senior Partner**

**Mar 2023**

*Infosys, Mysore, India*

Engineered the largest acquisition in the history of the firm. Led the successful (on time and on budget) integration of the firm.

**Jan 2017 - Executive Vice President**

**Dec 2018**

*Private Equity, New York, NY*

Assist investors in evaluating the value of professional services firms. Analyze and assess current strategies, market position, solutions, and offerings and assist in creation and execution of go-to-market strategies for these firms. Serve as member of executive committee for these potential acquisition targets. Assist in large strategic deal pursuit.

**Jan 2016 - Market Development Executive**

**Apr 2017**

*Capgemini, New York, NY*

Recruited to develop a Customer Experience Practice centered on Salesforce.com. Led sales and go-to-market strategy for this sector of large customer focused strategy and technology engagements. Developed integrated solutions. Created thought leadership and speaking efforts to support the go-to-market strategy and establish Capgemini in Banking an

- Closed \$11M Sales and Marketing transformation with a leading wealth advisory firm
- Created a business plan for a new \$30M line of business and executed with a team of customer experience professionals

**Jan 2014 - Consulting Partner**

**Feb 2016**

*IBM, Global Business Services, Armonk, NY*

Recruited to develop a Customer Experience Practice centered on

Salesforce.com in the Financial Services vertical. Led sales and delivery of large customer focused strategy and technology engagements. Developed integrated solutions.

- Hired three key partners to grow revenue and deliver services.
- Generated new client relationships that resulted in \$18M in revenue in 2015 and \$25M in new proposals.
- Built first integrated Cognitive AI CRM solution and created go-to-market plan resulting in one \$6M and one \$2M enterprise transformation deal as well as four additional new prospective opportunities in this emerging space

◆ Jan 2007 -  
Jan 2012

## **ASSOCIATE VICE PRESIDENT AND PRACTICE LEADER**

*Cognizant, Teaneck, NJ*

Selected to create a Customer Solutions Practice and to drive growth in the Western Region. Led sales, business development, delivery of customer-focused strategy and technology engagements, and thought leadership in sales and service effectiveness. Directed 150 employees and alliance directors in APAC, EMEA and North America. Full P&L authority for this \$41M business unit.

- Increased revenue from \$6.5M to \$41M, selling \$65M during four years.
- Sold and delivered two multiyear CRM projects, valued at \$11M and \$18M.
- Served as Engagement Executive on 18 engagements, ranging from \$300K to \$18M.
- Increased co-sell revenue with Oracle from \$1.1M to \$6.5M.
- Negotiated and closed >\$18M co-development agreement with Oracle for their Fusion CRM business applications product, which resulted in preferred partner status, as well as first access to Oracle's pipeline.
- Rebuilt strategic business alliance with Salesforce.com to one of Top 25 partners and #3 ranking in practice certifications and go-to-market initiatives.

◆ Jan 2004 -  
Jan 2007

## **Senior Manager**

*DELOITTE CONSULTING, New York, NY*

Recruited to drive revenue in retail, financial services and healthcare verticals. Led sales, leadership development and delivery of strategy, cross-channel customer experience and technology implementation engagements. Led cross-functional teams up to 250 on-shore/off-shore employees.

- Identified and delivered \$9.2M revenue, exceeding 45% gross margins.
- Served as Engagement Executive on eight projects, ranging from \$300K to \$25M.
- Built new Salesforce.com practice, generating \$5M incremental revenue in the first year.
- Created a cross-channel, persona-based customer experience methodology that drove opportunities for in-store/web sales/catalog optimization for Toyota, Nokia and others, resulting in \$15M additional sales.
- Generated \$1.3M from a large retail bank, developing a contact center strategy and technology implementation for its student loan division. Follow-on revenue exceeded \$2.2M.



## Education

Jan 2019 - **Bachelor of Science: Organizational Behavior**  
Apr 2023 *California University East Bay - San Leandro, CA*



## Additional Information

Professional Recognition And Thought Leadership  
Founder and President, Deloitte Parents Network  
"Omni-channel Customer Experience in Retail Banking" April, 2017  
"Salesforce and Watson: Using The Power of Cognitive Computing to Create the Customer Activated Enterprise" September 2015  
"Seeing Through the Fog: How BPM and Social Will Change the Future of Work," June 2011  
"Customer Acquisition in the Insurance Industry: A Framework for Success," March 2010  
"Social CRM, the Platform is Burning: How to Monetize the Social Media Phenomena,"  
December 2009  
"Keys to Sales Technology Effectiveness in Retail Banking," Industry Whitepaper, May 2007  
"Software as a Service: A Point of View on Disruptive Technology," Industry Whitepaper,  
December 2007  
"Contact Center Change and Change Management," Contact Center Technology  
Conference, October 2005  
"CRM in Healthcare: Treating Members Like They Matter," Industry White Paper, June 2002  
"CRM, eCRM, and Patient and Customer Access: Getting it Right in Healthcare," Detroit, MI,  
September 2000