

# KRIS ROHMAN

## Leadership | Business Operations

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### SUMMARY

Dynamic and well-organized Business Operations Leader with 15+ years of expertise in formulating strategic plans, refining business operations, and implementing revenue growth initiatives. Adept at optimizing team performance, devising client retention strategies, and fostering collaborative teamwork. Demonstrates exceptional proficiency in people management and impactful communication.

### EXPERIENCE

#### Chief Operations Officer

**Lemonade** 06/2020 - Present San Francisco Bay Area

- Achieved 600% revenue growth over three years through operational transformation initiatives focused on streamlining processes and strategic market positioning.
- Align organizational objectives with operational goals by orchestrating planning and execution across agency and departments, resulting in growth and profitability.
- Lead the Client Services team, establishing executive relationships and growing repeat business 15% year over year.
- Championed the development of a positive workplace culture, leading to a +73 Net Promoter Score from employees.

#### Vice President of Client Services

**HUGE** 05/2019 - 05/2020 San Francisco Bay Area

- Led a high-performing client services team, cultivating a collaborative-centric culture.
- Developed and implemented client success metrics and KPIs, utilizing data-driven insights to measure campaign performance and guide strategic recommendations for optimization.
- Primary liaison between clients and internal teams, ensuring effective communication, understanding of client objectives, and successful project delivery.

#### President

**LINUS** 10/2015 - 04/2019 San Francisco Bay Area

- Led agency revitalization efforts, refining target markets and expanding service offerings, resulting in the most profitable financial years in the company's 25-year history.
- Increased client retention by 35% through improved operational processes and focus on quality assurance.
- Exceeded annual revenue and profit targets through strategic budgeting and astute maneuvers.
- Transformed work culture, resulting in a 50% increase in employee retention rate over 3-year period.

#### General Manager

**Questus** 07/2014 - 09/2015 San Francisco Bay Area

- Directed and managed all business operations for a multi-location agency, overseeing offices in SF, NYC, and LA.
- Spearheaded the development and implementation of strategic and operational initiatives, leading to 20% increase in revenue.
- Led and mentored department leads, driving alignment with business and client objectives and nurturing key client relationships.

#### Vice President of Operations

**Questus** 10/2008 - 06/2014 San Francisco Bay Area

- Championed financial and operational strategies, delivering a 30% revenue growth and a 20% uptick in client retention.
- Directed the successful launch of a third office, expanding market reach and increasing spend with existing geographical clients.

### STRENGTHS

#### ⚙️ Strategic Integrator

Utilize data-driven insights and innovative approaches to develop and execute strategic initiatives.

#### 🔄 Adaptable Leadership

Skilled at adjusting management styles and strategies to meet evolving business and market challenges.

#### 👥 Culture Centric

Committed to fostering positive and effective work environments through collaboration, trust, and transparency.

### SKILLS

**Operations Management**

**Strategic Planning**

**Digital Marketing**

**Change Management**

**Revenue Growth**

**Team Collaboration**

**Process Refinement**

### EDUCATION

#### Master of Arts in Sports Management

University of San Francisco

#### Bachelor of Arts in Communications

University of California, Santa Barbara

### ABOUT ME

🏃 Trail running aficionado

📖 Wikipedia junkie

🏀 Golden State Warriors fan

🎵 Vinyl record collector