

## CAREER AT A GLANCE



**SaaS 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-ups, 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. Technical strengths include UI/UX/CX Architecture, HTML, CSS, JS, XML, XSL, CMS, CRM, WAI, SaaS, WCAG, WP; Software Development; Web and Mobile Applications; Web Content Management, Web/KPI Analytics; Web Accessibility; Cloud Computing and Services.

## Speaking Personally...

**Q** Why are entrepreneurial skills valuable in a large organization?

**A.** Successful large businesses accept and adapt to market forces and changes. A true entrepreneur can implement effective change management by quickly identifying opportunities, developing an executable strategy, and putting the right people in charge to implement the changes which ensure the success of the organization. It is usually the leader/entrepreneur who ignites the spark to get things accomplished, and when things get tough that same leader has to take ownership and make the tough decisions.

**Q** How would you describe your leadership style?

**A.** Team mentor and key influencer, I am a listener and always learning. It is my role to assist and enable my team to achieve their goals and success. I accept the need to be flexible and adapt as new conditions arise, and balance that with the company's objectives. Mistakes will happen, so I serve to help my team identify them, learn from them, build skills and processes to prevent them. As part of my focus on customer success, it is part and parcel to enable my teams to be successful.

**Q** How has your international experience shaped the way you conduct business today?

**A.** I've had the great opportunity to travel around the world doing business in places such as Japan, Hong Kong, Saudi Arabia, Italy, France, Canada, and England to name a few. While working with customers and partners, I gained an invaluable, unique and keen point of view and insight into how various cultures look at customers, business in general and measured results. I have integrated this experience to help shape my strategies in creating exceptional customer and professional service solutions.

**Q** How do you get people to perform at levels beyond what they thought possible?

**A.** I create a clear mission statement for each team member and show them how they contribute to the company's overall strategic plan and objectives. I define ambitious goals, help them build an action plan to execute on those goals, and delegate appropriate authority and accountability. I regularly mentor them and measure their progress. Talented individuals usually are looking for a challenge and aspire to be part of a winning team.

## Optimizing Performance



## VALUE-ADD SNAPSHOT

**Created** interactive visitor experience for Apple Computer's pavilion at Disney World's Epcot Center visited by 1,000,000+ guests.

**Slashed** ticket solution times by +100% – from two days to under four hours – increased customer satisfaction from low 90s to consistent +99% and won five international awards for excellence in customer service, three consecutive years.

**Built** hundreds of user interfaces, websites and customer experiences.

**Played** pivotal role in building company from the ground up to becoming number one provider of CMS software in higher education.

