

Andrew R. Soderberg... WHEN CUSTOMER SUCCESS IS KEY TO BUSINESS GROWTH

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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-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.

- **Customer Experience Innovation** – Created interactive visitor experience for Apple Computer's pavilion at Disney World's Epcot Center visited by 1,000,000+ guests. Secured vendors, developed interactive laserdisc system, and produced video content to present Apple computer 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 90s to consistent +99% and won five international awards for excellence in customer service, three consecutive years.
- **Strategic Planning/Business Growth** – Played pivotal 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 complex customer projects annually.
- **Technology Expertise** – Built hundreds of user interfaces, websites and customer experiences. 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.

Leadership Strengths that Deliver Stakeholder Value

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|--|------------------------------|----------------------------|
| ▪ Customer Service and Support Strategy | ▪ Change Management | ▪ Cross-Functional Team |
| ▪ Product Project Program Management | ▪ B2B B2C Services | ▪ Building Leadership |
| ▪ Customer Relationship Management | ▪ Client Engagement Strategy | ▪ Strategic Planning |
| ▪ Business Process Improvement | ▪ Strategic Partnerships | ▪ Training Coaching |
| ▪ Business Development | ▪ Negotiations | ▪ Research Data Analysis |

A Career of Driving Client-Centric Strategies and Turning Customers into Product Advocates

SODERBERG CONSULTING, San Marcos, CA

EXECUTIVE CONSULTANT

2016

Currently serving as interim VP of Web Services at 25th Hour Communications, Inc. providing technical consulting and business strategy services, including customer success strategy, UI/UX architecture, web accessibility, information architecture, and content management to colleges, universities and business clients.

OMNIUPDATE, INC., Camarillo, CA

Largest SaaS enterprise web content management software provider to higher education institutions.

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 the company's 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 \$10M in annual sales.
- Received five Stevie Awards for Excellence in Customer Service and Sales 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.
- Rolled out comprehensive suite of multichannel support services using social media, feedback forums, web knowledge base, and help-desk customer self-service tracks.
- Instituted professional services project management/tracking software, which slashed delivery time 30%, while elevating customer satisfaction and profitability.
- Created website onboarding and implementation process for hundreds of client projects 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 to \$1M+ in annual revenue generating 40–50 customers and 100–150 projects annually, including 20 institutions of higher learning.
 - Won 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.

Early Experience

Apple Computer, Inc. – **QuickTime and Hardware Technology Evangelist**

Aapps Corporation – **Director of Marketing**

Jasmine Technologies, Inc. – **Director of Engineering**

Presentation Technologies – **Technical Marketing Manager**

Mindset Corporation – **Product Marketing Manager**

Vimart Corporation – **Product Marketing Manager**

Atari, Inc. – **Product Manager and Award-winning (Clio) TV Commercial Producer**

Computer Connection – **Co-Founder and Sales Manager**

Radio Shack – **Retail Manager**

KVIQ Television – **Technical Director**

Author – Desktop Video Studio published by Random House/New Media

Computer Science Studies – Concordia College, Moorhead, MN; Humboldt State University, Arcata, CA

Certifications – Scuba: NAUI Openwater I, Sailing: American Sailing Association 101, 103, 105
