SKYLER EVANS

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HEAD OF GLOBAL CUSTOMER EXPERIENCE

Transformational senior leader with a track record of scaling global customer experience ecosystems through digital innovation, operational excellence, and human-centered leadership. Specializes in orchestrating AI-driven automation, AWS cloud integration, and omnichannel service design to enhance engagement and streamline performance.

Known for empowering cross-functional teams, leading through disruption, and influencing executive and board-level stakeholders. Combines technical fluency with a deep understanding of customer behavior, consistently translating vision into measurable impact across high-growth and enterprise environments.

A collaborative, highly innovative, and strategic leader who has shown value through:

- **Delivering $10M+ in annual savings** by optimizing fulfillment operations, policy enhancements, and automation, streamlining reverse logistics, and reducing service bottlenecks.
- **Reducing annual operating costs by 38%** by executing AI-driven CX transformation, automating 50%+ interactions through AWS cloud solutions and predictive analytics.
- **Expanding global CX footprint across four continents** by scaling multilingual omnichannel support, integrating in-house, nearshore, and offshore teams for seamless, 24/7 service coverage.
- **Accelerating revenue growth by 10%** by aligning CX with sales, product, and technology, enhancing demand forecasting, retention strategies, and customer lifetime value.

AREAS OF EXPERTISE

Customer Experience Strategy | AI & Automation | Global Operations | Cost Optimization | Digital Transformation | Vendor & BPO Management | Workforce Scaling | Customer Retention | Omnichannel Support | CRM Optimization | Process Improvement | Revenue Growth | Performance Metrics | Change Management | Cross-Functional Leadership

PROFESSIONAL EXPERIENCE | KEY ACHIEVEMENTS

CONSILIUM

Designs, implements, and manages customer experience technology solutions for global brands. Specializes in AI, automation, cloud platforms, omnichannel support, and predictive analytics to optimize engagement and operational efficiency.

VICE PRESIDENT, CUSTOMER EXPERIENCE — **JUN 2024 – PRESENT**

Champions customer experience transformation for SMB and Enterprise clients across Fintech, Healthcare, Airlines, Banking, Entertainment, and Global Outsourcing. Pioneers in AI-powered customer solutions, leveraging machine learning, event-driven architectures, and unified customer profiles to enhance CX while optimizing operational costs.

KEY SKILLS: CUSTOMER EXPERIENCE STRATEGY, AI & MACHINE LEARNING, CROSS-FUNCTIONAL LEADERSHIP, AWS CLOUD SOLUTIONS

- **Executed $5M budget strategy** to balance cost containment with CX innovation, enhancing service efficiencies while maintaining premium customer experience standards.
- **Elevated revenue by 10%** by implementing machine learning-based demand forecasting, optimizing support alignment with revenue-driving initiatives, and reducing inefficiencies.
- **Grew NPS by 11%** by integrating marketing, sales, and customer success teams into unified CX framework, ensuring seamless scalability, reducing response times, and enhancing customer engagement.
- **Doubled project completion rates** by integrating CX, product, and technology teams, improving execution speed and enterprise-wide strategic alignment.

- **Reduced operating expenses** by leveraging AI-driven automation, event-driven data architectures, and predictive analytics to optimize support processes and service delivery.
- **Strengthened customer retention** by deploying predictive analytics and self-service solutions, enhancing proactive engagement, reducing churn, and improving resolution times.
- **Optimized resource allocation** through data-driven workforce planning, ensuring disciplined hiring, operational scalability, and cost-efficient deployment of CX resources.

MEDIFAST

Medifast (NYSE: MED) is a health and wellness company offering weight management and lifestyle solutions through OPTAVIA®. Partnering with LifeMD® (Nasdaq: LFMD) provides access to virtual primary care and GLP-1 medications where clinically appropriate.

SENIOR DIRECTOR, GLOBAL CUSTOMER SERVICE & CONTACT CENTER OPERATIONS — **FEB 2020 – JUN 2024**

Orchestrated enterprise-wide customer service transformation, structuring $18M budget and leading 500-member team across nine geo locations in NorAm, LatAm, APAC, and EMEA. Scaled multilingual support operations while integrating AI, NLP, and AWS-driven automation to enhance CX, reduce costs, and drive operational efficiency. Spearheaded enterprise-wide initiatives to optimize returns, refunds, cancellations, and global contact center performance.

KEY SKILLS: CX TRANSFORMATION, AI & AUTOMATION, GLOBAL OPERATIONS, COST OPTIMIZATION

- **Saved $10M-$20M annually** by optimizing carrier partnerships, fulfillment technology, policy enhancements, customer service automation, and streamlining returns management.
- **Reduced operating expenses by 38%** by implementing AWS-based Amazon Connect, automating 50% of interactions while maintaining 96% CSAT.
- **Lowered customer complaints** by 35% by overhauling returns, refunds, and cancellations and optimizing supply chain, finance, legal, and digital product processes.
- **Increased customer retention by 10%** by redesigning refund and return policies, automating workflows, reducing friction, and accelerating resolution times.
- **Multiplied project completion rates** by driving adaptive planning council, aligning CX, supply chain, product, and technology teams to prioritize real-time business needs.
- **Expanded global CX operations across four continents** by executing hybrid workforce strategy, optimizing vendor partnerships, and balancing global team scalability.

TASKEASY

TaskEasy by WorkWave connects property service contractors with customers through a technology-driven platform. Operating nationwide, it standardizes pricing and has completed over one million tasks across 12,000 cities.

DIRECTOR, NATIONWIDE OPERATIONS — **DEC 2018 – JAN 2020**

Architected nationwide contractor operations, facilitating $5M budget and 150 direct reports while managing performance of 14K insured contractors across 50 states. Propelled initiatives to enhance contractor efficiency, customer experience, and nationwide scalability.

KEY SKILLS: OPERATIONAL STRATEGY, FULFILLMENT OPTIMIZATION, CONTRACTOR MANAGEMENT, BUSINESS INTELLIGENCE

- **Heightened contractor earnings by 20%** by implementing Google Maps-integrated routing algorithms, optimizing drive time, reducing costs, and maximizing daily job capacity.
- **Boosted fulfillment rates by 15%** by automating task assignments via TaskEasy Contractor App, enhancing efficiency, reducing delays, and improving service delivery.
- **Improved profitability by 10-15%** by refining route mapping, minimizing inefficiencies, and optimizing contractor performance tracking for sustained growth.
- **Maximized fulfillment for 1M+ annual jobs across 800K properties in 12K cities** by scaling contractor network operations, ensuring seamless execution and customer satisfaction.
- **Steered customer success and sales team** by enhancing lead generation, refining lead quality, improving placement, and fostering long-term contractor relationships.

NETFLIX

Netflix delivers entertainment to over 300 million paid members in 190+ countries, offering TV series, films, and games in multiple languages. Subscribers stream on demand with flexible plans and seamless viewing across devices.

SENIOR OPERATIONS MANAGER, GLOBAL CUSTOMER SERVICE **DEC 2015 – AUG 2018**

Directed U.S. flagship contact center, supervising 700+ employees across Tier 1 Support, Tier 2 Technical Support, Corporate Resolutions, and Social Support. Administered $15M budget, optimizing workforce strategies and global service innovations. Led R&D initiatives, leveraging A/B testing and T-Test methodologies to refine agent behaviors and elevate customer and employee experiences across North America, Latin America, EMEA, and APAC.

KEY SKILLS: CUSTOMER EXPERIENCE OPTIMIZATION, WORKFORCE TRANSFORMATION, AI & AUTOMATION, EMPLOYEE ENGAGEMENT

- **Reduced training costs by $3M annually** by implementing T-Test-based agent behavior models, accelerating onboarding efficiency, and global training effectiveness.
- **Improved CSAT by 2 points** by integrating empathy, active listening, and optimized call scripting into global agent coaching programs.
- **Lowered attrition by 25%** by launching market-based pay, flexible scheduling, and culture-driven engagement initiatives, elevating eNPS from 82 to 91.
- **Decreased average handle time by 4%** by refining agent behavioral strategies, enhancing response precision, and streamlining interaction flows.
- **Developed global training and workforce playbooks for Netflix's in-house, outsourced contact centers, ensuring scalability and** best-practice adoption across geographies.
- **Partnered with cross-functional teams** (Recruiting, Learning & Development, Finance, Engineering) to refine operational frameworks, driving network-wide efficiency and service quality improvements.

PRIOR EXPERIENCE WITH NETFLIX (2009-2015)

Senior Vendor Manager, Global Customer Service | Site Manager, Global Customer Service | Vendor Manager | Supervisor

EDUCATION & PROFESSIONAL DEVELOPMENT

BACHELOR OF SCIENCE | Business Administration (with Distinction) | Western Oregon University

INTERNATIONAL BUSINESS | Oregon State University

CERTIFICATIONS | AWS Certified Solutions Architect (Exp. Feb 2028), AWS Certified Cloud Practitioner (Exp. Sep 2027)

AWARDS | Nominated - Forty Under 40 Award: Utah's Rising Stars

VOLUNTEER | Mentor - Big Brothers Big Sisters of America

BUSINESS ACUMEN

INDUSTRY EXPERIENCE: Call Centers & Business Centers, Training, Data Collection & AI Automation, AWS Certified Solutions Architect & Cloud Practitioner, Mobile App Development, Customer Relationship Management (CRM) Software

KNOWLEDGE OF GLOBAL BUSINESS CULTURES: Expertise in technology-driven, innovation-focused cultures at Netflix and Medifast. Leadership experience across North America, Latin America, Asia Pacific, and EMEA.

SYSTEMS: Tableau, Zendesk, Apollo.io, NICE InContact, AWS Cloud, Salesforce Service Cloud, Home-grown CRM/VOIP, Google Suite, Microsoft Suite