

ROBERT SMITH

Senior Vice President And Branch Manager

info@qwikresume.com | <https://Qwikresume.com>

Senior Vice President And Branch Manager with focus on improving the quality and effectiveness of sales and marketing efforts. Extensive experience with CRM systems (Salesforce.com), eCommerce (web design, tools and content management), PMO (Project Management Office), Product-to-Market management, management/oversight of call-center technologies, sales and customer service desk operations, compensation systems, accounting, marketing campaign management, fulfillment, marketing materials and graphic arts.

2014 - 2019

SENIOR VICE PRESIDENT AND BRANCH MANAGER - PROOFPOINT

- Directed business and customer engagement operations for the global service organization committed to customer success while delivering on-premise and cloud-based solutions for threat protection, compliance, governance, secure communication, and cybersecurity.
- Achieved a 97% Customer Retention Rate and NPS Score of 85. Hired, Built, Mentored, and Led World-Class Technical Support, Professional Service, and Customer Success Teams.
- Led each staff member to deliver the best in class customer experiences, provide immediate ROI, and drive operational success.
- Oversaw the Adoption, Customer Onboarding, and Utilization of Proofpoints Cloud-Based and On-Premise Products/Services for inbound email security, outbound data loss prevention, privacy protection, email encryption, electronic discovery, cybersecurity and email archiving.
- Developed and Delivered Customer and Employee Training on service automation, technical tools, process engineering, professional services, and community self-service support.
- Designed and Implemented the Firms International Small Business and Enterprise Support Vision, Customer Onboarding/Adoption, Account Management, Customer Advocacy, and Retention Programs.
- Oversaw customer success measurements, service delivery metrics, and data analysis to drive process change and customer delight.

2011 - 2014

SENIOR VICE PRESIDENT - ABC CORPORATION

- Implemented all aspects of the strategy including portfolio design and oversight.
- Developed policies and procedures for client services protocol including the creation of confidential client profiles.
- Trained eight senior executives with no previous experience selling fee-based

managed money accounts.

- Designed and implemented a recurring revenue business model to shift away from a transaction-based model with \$2 billion in assets under management.
- Developed the first-ever proprietary/quarterly Stock Market Outlook, the cornerstone of the direct marketing campaign, which generated over 300 qualified leads per month per advisor.
- This is Dummy Description data, Replace with job description relevant to your current role.
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EDUCATION

BS in Customer Management Summit - January 2013(Center for Services Leadership - Advisory Board at Arizona State)

SKILLS

Microsoft Excel, Microsoft Word, Business Development, Corporate Strategy, Go to Market, Corporate Planning