

CRAIG NOVAK

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CUSTOMER SUPPORT / TECHNICAL SUPPORT DIRECTOR

People ~ Processes ~ Systems

Results-oriented Senior Executive with progressive experience across diverse industries. Excel in strategic planning, process improvement, and project management with proven ability to identify and capitalize on opportunities to drive revenues, streamline operations, optimize working capital, and slash operating expenses. Skilled communicator and leader with reputation for forging strong business partnerships, and motivating large, cross-functional teams to succeed in achieving business goals.

AREAS OF EXPERTISE

Technical Support Delivery & Outsourcing ~ Customer Satisfaction & Retention ~ Strategic Planning
Organizational Development ~ Cross-functional Leadership ~ Analytical & Conceptual Problem Solving ~
Change Management ~ Human Resources ~ Process Redesign ~ Performance Improvement ~ Budgeting

TECHNICAL COMPETENCIES

Network Interface Cards ~ PCs & Laptops ~ Bridges, Hubs, & Routers ~ Network Servers ~ LAN ~ WAN
Wi-Fi ~ OSI Protocol Model ~ Clarify ~ Siebel ~ Salesforce ~ ADP ~ MS Office ~ MS Visio ~ Windows XP

SELECTED CAREER HIGHLIGHTS

- ✓ **Spearheaded the implementation of Cisco System's first customer service outsourcing model in the US**, alleviating hold times of 45+ minutes and increasing customer satisfaction scores to "exceeds expectations". **Designed strategic support program for Cisco's Fortune 500 companies— Premier Services.**
- ✓ **Dramatically improved operational effectiveness of the Technical Support Organization at CCT Corporation:** assessed and realigned employee skills with appropriate tasks and functions. Recruited, trained, and developed quality candidates. Established two key positions charged with creating metrics and automating processes for efficiency gains. Created System Engineer team to support Sales organization with complex pre-sales issues. Designed and implemented critical workflow processes. Eliminated client escalations to CEO (formerly three per day).
- ✓ **Managed global knowledge base integration at Cisco's largest Global Response Center**, adopting best practice methodologies that combined KB information with daily workflow process. Strategic initiatives **resulted in an 80% reduction in cost per call and a 50% increase in customer service.**
- ✓ **Formalized and strengthened 2Wire Network support organization**, documented critical case management workflow processes. Developed technical severity level schematic for case management and reporting. Created Technical Support department metrics and enhanced service and support offerings. Established technical support case management practices for call handling and escalation. **Reduced average days to close technical support cases for all products by 50% (60 to 30 days) in 2 months.**

PROFESSIONAL EXPERIENCE

CRAIG NOVAK CONSULTING, Morgan Hill, CA

2004 – 2006

Management Consultant

Retained by 2Wire Networks, the leading manufacturer of metro-scale Wi-Fi outdoor wireless routers with \$100 million in annual revenue, to formalize technical support organization. Managed and implemented phase two of instructor led training and created new e-learning training programs. Developed and documented critical workflow processes. Created the process for 2Wires' deployment and diagnostic server (Insight). Enhanced internal RMA processes by filling in the gap areas. Aligned service entitlement with industry standards. Concurrently managed three technical support engineers and two field engineers and interfaced with HP and Motorola executives regarding vendor/service partner contracts and RFPs. Subsequently retained by MCC Construction Corporation, an emerging residential construction company, to participate in start-up activities. Created company's vision and mission statement. Developed operating and financial models.

CCT CORPORATION / ADMINISTAFF, INC., San Francisco, CA

1999 – 2004

Vice President, Technical Services Organization (2002 – 2004)**Senior Director, Technical Services Organization** (2001 – 2002)**Director, Technical Services Organization** (1999 – 2001)

Promoted to Vice President of Technical Services Organization for this financial administration services provider with annual revenue of \$170 million. Led strategic and operational direction of Technical Services organization comprised of Field Operations, Client Response Center, and presales Systems Engineering team. Restructured management, escalation, and service delivery teams. Managed 6 direct reports and 34 indirect reports. Served on Corporate Development team overseeing post-acquisition integration activities following ADP acquisition. Administered \$6 million annual operating budget. Reported to Vice President of Operations.

CISCO SYSTEMS, San Jose, CA

1991 – 1999

Director, Global Response Center (1997 – 1999)**Group Manager, LAN and Volume Services** (1995 – 1997)**Technical Support Manager, NIC Team** (1993 – 1995)**Technical Support Manager, NOS Team** (1992 – 1993)**First Call Manager, Level 1 Support Team** (1991 – 1992)

Fast track advancement based on consistent contributions to organization's customer service and technical support operations. Directed Global Response Center for this leading provider of businesses integrated secure, converged network solutions with annual revenue of \$7 billion. Managed 12 direct reports and 220 technical support engineers, worldwide. Integrated Primus "knowledge base" system for intellectual property capture and reuse. Served as senior member of CSO Executive USR/Cisco integration team. Administered \$20 million annual operating budget. Reported to Senior Vice President of Customer Service.

PROFESSIONAL AFFILIATIONS**Member**, Service Support Professional Association (SSPA)**Member**, Association for Service Management International (ASMM)**EDUCATION**

A.A., San Jose City College, San Jose, CA