





MICHAEL TOROK

Customer Success • Digital Customer Experience • Community & Knowledge Management

CONTACT INFO

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EDUCATION

PhD English
University of Louisiana at Lafayette

VENDOR & SOFTWARE SKILLS & EXPERIENCE

MindTouch

Salesforce

SearchUnify

Jive

Slack

Zendesk

Mailchimp

Higher Logic

ProProfs

AskAI

xFind

Thought Industries

Litmos

Wrike

Monday

Smartsheet

Analytics

MS Office Suite

HTML

CSS

Google Suite

User Experience (UX)

NPS

JavaScript

Translation

Photoshop

CSAT

KCS

Looker

Jira

Confluence

GA4

Journey Mapping

Onshore/Offshore Management

EMPLOYMENT HISTORY

Sr Director/Head of Digital Customer Experience

Delphix

June 2018 to Oct 2024

- Spearheaded projects to unify the entire digital customer journey, from account setup to renewal.
- Championed the launch of ideation within the community, amplifying the voice of the customer and turning their feedback into real action—giving the company the opportunity to proudly say, “We’ve brought your ideas to life.”
- Revitalized the customer community, driving a 25%+ year-over-year growth.
- Unveiled dynamic customer communities that fostered powerful one-to-many interactions, supercharging customer engagement, boosting product adoption, driving deeper corporate integration, and unlocking a more comprehensive understanding of our offerings.
- Launched partner communities to engage and provide a single source of knowledge for all partners to use while ramping and expanding their understanding of the rapidly evolving products.
- Initiated an advocacy program to inspire engagement and foster a culture of "giving back" within the community and among Data for DevOps colleagues.
- Pioneered the integration of regional user groups into the community, driving leadership opportunities and empowering members to influence the future of Test Data Management (TDM).
- Transformed the knowledge workflow to simplify the process for authors, boosting transparency and delivering efficient, real-time reporting.
- Led a team that ensured a cohesive knowledge base, perfected final edits, and unified voice, while designing, scripting, and automating community solutions.
- Developed and took full accountability for key community and knowledge performance indicators (KPIs), driving strategic impact and measurable success.

Director of Community and Loyalty

Lifesize

Oct 2014 to June 2018

- Orchestrated the launch of customer and specialized partner communities, expanding membership to 11,000+ members within 36 months, significantly enhancing engagement and collaboration.
- Collaborated closely with executive leadership and cross-functional teams to promote and drive engagement of Lifesizers within the community.
- Took full ownership of the Relationship NPS survey, while strategically advising the teams responsible for transactional support and onboarding surveys to enhance customer interactions and drive effective follow-up.
- Led the technical and sales training programs, founding certification testing, content revitalization, and development of new materials to ensure continuous program excellence.
- Managed the internal corporate community, transforming it into a dynamic and effective communication hub.

CERTIFICATIONS

Delphix

- Fundamentals
- Continuous Data Admin
- Intro to Delphix for Test Data Management
- Intro to Test Data Management

Microsoft

- Collaborator: Azure Architecture Center

Satmetrix

- Net Promoter Certified

Word of Mouth Marketing

- Community Strategist
- Community Manager
- Community Specialist

Director of Information Development and Community

LogicMonitor

April 2014 to Oct 2014

- Championed the introduction of single-sourcing content within the organization, successfully driving the first deliverables to completion.
- Led the community initiative, securing executive buy-in for a platform that integrated gamification, ideation, blogging, and discussions to drive engagement, boost brand awareness, foster thought leadership, and enable responsive adaptation to customer needs.

Director of Community

SolarWinds

Sept 2011 to March 2014

- Managed the seamless migration of the community from Telligent to the Jive platform, ensuring uninterrupted service and flawless user experience.
- Launched and expertly cultivated the Ambassador program, expanding and energizing our membership by attracting a diverse range of engaged people.
- Introduced and championed gamification and ideation within the community, driving engagement and brand awareness while fostering continuous improvement centered around customer needs.
- Headlined presentations at JiveWorld 2012 and 2013, demonstrating the transformative impact of gamification on the enterprise public-facing community.
- Drove the implementation of real-time and service-driven language translation, enhancing global communication and accessibility on-demand.
- Led all community efforts, driving recruitment, ongoing engagement, and steady growth (300 new members/week, 6k active users/week), while setting and achieving KPIs in collaboration with executive management.

Director of Information Development

SolarWinds

Sept 2006 to Sept 2011

- Built and scaled the award-winning SolarWinds Information Development department, enabling rapid growth and timely releases of SolarWinds' expanding product portfolio.
- Pioneered the adoption of single-sourcing and reuse methodologies, implementing an innovative CPR (Concept, Procedure, Reference) approach to product documentation. This empowered development and management teams to track the impact of reduced documentation hours on release quality, while efficiently managing work through FogBugz and previously TestTrack.
- Delivered key quality metrics based on 'How To' support case volume, driving a significant reduction from 50% to under 25% within a year. Leveraged NetSuite case notes to focus knowledge base article creation and documentation updates, and led the selection of a new knowledge base solution.
- Managed a \$1.4M budget, effectively supporting a team of six writers, one Technology Specialist, and a forum moderator to ensure operational excellence.

Senior Information Developer

Blue Coat Systems, Inc. formerly Permeo Technologies

Nov 2004 to Sept 2006

Lead Information Developer

NetIQ Corporation formerly Mission Critical Software

June 1999 to Nov 2004