

# **GRAHAM SCHUBACH**

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## **PROFESSIONAL SUMMARY**

### **Operations & Customer Success Leader (25 Years Experience)**

Results-driven professional with a 25-year track record of transforming service delivery for international 5-star brands and high-volume venues. Renowned for operational efficiency and a "can-do" approach to complex problem-solving. Expert in on boarding large-scale teams (1,500+ users) and driving retention through diplomatic service recovery. Proven ability to streamline workflows to save time and costs while increasing revenue by 5-17%. Seeking remote SaaS Customer Success opportunities where resilience and agile troubleshooting are valued.

## **CORE COMPETENCIES**

Operational Efficiency & Workflow Optimization

Complex Problem Solving & Troubleshooting

Customer On boarding & User Adoption

Churn Reduction & Retention Strategies

Stakeholder Management & Cross-Functional Alignment

## **PROFESSIONAL EXPERIENCE**

### **Senior Operations Manager | Tiger's Milk Umhlanga**

Feb 2023 – Aug 2024

Directed Client Success Operations for a high-volume unit, executing efficient user on boarding workflows to ensure rapid time-to-value during peak demand.

Engineered efficient operational controls and revenue protection protocols, identifying and plugging workflow leaks to safeguard margins.

Led Service Recovery initiatives to resolve complex customer issues, turning dissatisfied clients into retained loyalists through diplomatic problem-solving.

### **Founder & Operations Lead | IQ4U**

Apr 2020 – Jan 2023

Managed the end-to-end Customer Journey, from acquisition through to retention and renewal, achieving a 100% client satisfaction rate.

Acted as the primary trouble-shooter for all client escalations, providing autonomous solutions that required no external supervision.

### **Food and Beverage Training Specialist | Sun International**

Apr 2015 – May 2016

Architected a scalable Learning & Development (L&D) program, successfully on boarding 1,500+ staff for a high-stakes international event (Nedbank Golf Challenge).

Collaborated with executive stakeholders to author Customer Success Playbooks and standard operating procedures (SOPs), ensuring a unified service experience.

Aligned operations, finance, and service teams to meet rigorous satisfaction and revenue targets.

### **General Manager | uShaka Marine World (Cargo Hold)**

Jun 2013 – Mar 2015

Implemented data-driven revenue strategies that increased sales by 5-17%.

Recognized for high-efficiency resource management, optimizing staff deployment and inventory usage to maintain premium service standards without inflating costs.

Analysed customer feedback loops to identify service gaps and deploy targeted process improvements.

### **Outlet Manager | JW Marriott Marquis Dubai (5-Star)**

Sep 2012 – May 2013

Managed international operations in a luxury environment, handling VIP escalations and ensuring strict adherence to global brand standards under intense pressure.

Previous roles dating back to 2000 available upon request, demonstrating 25 years of consistent operational service.

## **EDUCATION & CERTIFICATIONS**

Diploma in Business Management | The International Hotel School (2001-2003)

Red Bull Wingfinder Certified: Agile Problem-Solving, Diplomatic Leadership, Innovation & Achiever Drive.

Certifications: Supervising Food Safety L3, OSHA Act, Employment Equity, First Aid (Level 1)