

# JOHN PERRY BAILES

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## TECHNICAL AND TEAM MANAGEMENT

*Systems ~ Leadership ~ Project Management ~ Training and Development ~ Process Improvement*

As a Director-level IT professional with two decades of extensive experience, I specialize in effectively managing and cultivating successful teams. With a proven track record in recruitment, training, promotion, and retention of top-tier talent, I bring innovation and creativity to the table. My expertise lies in mentoring high-achieving teams and driving forward business initiatives. Leveraging data-driven strategies and adept at expectation management, I excel in crafting and executing visionary plans. Proficient in systems administration and staff development, I am committed to achieving excellence in implementing initiatives that align with business goals and objectives.

## EDUCATION

GEORGIA SOUTHERN UNIVERSITY, Statesboro, Georgia

*Bachelor of Arts, History, Asian Studies 1996*

## CAREER ACCOMPLISHMENTS

### TheVets

- Created a culture of accountability, creating a team of 'leaders' vs employees
- Sourced, created and confidence tested a new self help AI for TheVets proprietary management systems
- Responsible for creation and implementation of technical ticketing system, processes and infrastructure
- Oversight of tech budget for the overall technical stack
- Negotiation of contractual agreements vendors
- Lead multiple initiatives to reduce overall business burn rate
- Management of technical operations and field team enablement
- Administration of all organizational technical software platforms

### BetterVet

- Scaled technical teams to accommodate explosive 1st year growth from 1 city to 27 US cities.
- Oversight of technical budget and contract negotiations
- Fleet Management: Admin and installer of Samsara hardware and system dashboard
- Developed and implemented key CRM, AI, and HubSpot infrastructure projects across multiple teams
- Admin to key systems: Google Workspace, Hubspot, JIRA, Verizon, AirCall, Twilio, Intercom AI
- Spearheaded developed workflows and logic for AI and internal CRM/CX systems
- Created ticketing infrastructure, KPIs, SLAs, reporting and dashboards for multiple departments
- Managed email, deliverability and IP reputation for BetterVet
- Developed data analytics and reporting to executive and cross functional teams.
- Managed all telephony, voip, AI/workflows, software, hardware administration and purchasing for the entire organization
- Traveled to multiple destinations to onboard, train and enable field teams for optimal start up
- Successfully recruited, managed and trained a team of support engineers, both onsite and remotely.
- Created and managed security, hardware and software policy for the entire organization

### Constant Contact

- Guided teams in how to have difficult conversations around email deliverability and good sending habits

- Successfully created a robust team of email marketing experts that are consistent performance metric leaders.
- Identified crucial Salesforce goals and improvements.
- Created successful salesforce and excel dashboards that are used across multiple teams
- Managed several key business projects that decreased customer pain points while increasing customer education.

#### LogMeIn

- Mentored a robust offsite and onsite global support team, 24x7 support coverage.
- Evaluated training and quality assurance technical support training across all product lines for representatives,
- Created processes to drive better customer engagements using business analytics and KPIs improving overall NPS/CSAT
- Executed initiatives that contributed towards improving support to sales conversions by \$2.5 million in 2011.

### **PROFESSIONAL EXPERIENCE**

TheVets.com

*Director of IT and technical operations*

*2024 to current*

BetterVet.com

*Director of Technology Senior Manager of Technology Manager Of Technology*

*2021 to current*

Purchase and renovation of Multi-Family Home/Property Management

*Property Owner and Restoration Project*

*2020 to 2021*

President and Founder, Wheelhouse America

*President and Founder, Wheelhouse America and all holdings*

*2017 to 2020*

Constant Contact Waltham, Massachusetts

*Manager, Account Review and Coaching*

*2014 to 2017*

LogMeIn, Inc., Woburn, Massachusetts

*Manager, Technical Support Team Lead Technical Support Representative*

*2011 to 2014 2007 to 2011 2006 to 2007*