

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