**Sean Berg**

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**General Manager | Operations Leader | CX Retention Strategist**

Results-driven leader with 20+ years overseeing multi-site operations across retail, hospitality, and technology. Proven success scaling teams, and increasing revenue retention through CX strategy, labor forecasting, and process automation. Adept at building performance cultures, executing growth roadmaps, and aligning cross-functional teams.

**HIGHLIGHTS**

* Reduced employee turnover from 18% to 7% through onboarding, coaching, and workflow improvements.
* Directed onboarding of 2,000+ employees and 150+ managers across regional teams.
* Improved client retention by 363% through CX redesign and success initiatives.
* Implemented POS systems and training programs for Hilton, Marriott, and Dairy Queen.
* Led national sales training events and created RFPs for franchise and enterprise clients.
* Launched LMS platform with 400+ hours of content and a 9,000 sq. ft. training center.

**CORE COMPETENCIES**

**Operations:** Operations Leadership • Multi-Unit Supervision • Labor Forecasting • P&L Accountability

**People:** Staff Development • Performance Coaching • Retention Strategy • Customer Experience

**Finance & Compliance:** Financial Oversight • Risk & Compliance • Inventory Control

**Technology:** POS Strategy • Vendor Management • Workflow Optimization • Operational Reporting

**PROFESSIONAL EXPERIENCE**

**Operations & Project Manager, Self-Employed |** Jan. 2023 – Present

Managed project scoping, stakeholder communication, and post-launch support across multiple clients.

* Reduced overhead by 18% through workflow automation and vendor optimization.
* Designed onboarding assets, self-serve training tools, CRM optimizations, and POS vendor-facing dashboards.
* Drove 60% increase in close rates through service design and customer journey automation.

**Shift4 |** Allentown, PA **|**Aug 2010 – Jan 2023

Promoted through multiple leadership roles overseeing operations, retention strategy, and POS training.

Progression:

• Senior Manager, Customer Service & Retention (2020–2023)

• Director, Client & Training Engagement (2015–2020)

• Manager, National Sales Enablement (2013–2015)

• Manager, Operations Leadership (2010–2013)

**Senior Manager, Customer Service & Retention, Shift4** **|** Allentown, PA| Aug 2020 - Jan 2023

Led customer support, portfolio retention, and multi-channel service operations for 200,000+ client accounts.

* Oversaw global support center operations supporting $3.3B+ in revenue and national merchant portfolios
* Reduced employee turnover from 18% to 7% through onboarding, coaching, and workflow improvements.
* Improved portfolio retention by 363% through CX strategy, onboarding improvements, and targeted support.
* Created KPI dashboards to monitor SLAs, retention trends, and service quality across 200,000+ accounts.

**Director, Client & Training Engagement, Shift4** **|** Allentown, PA| Mar 2015 - Aug 2020

Directed all training initiatives, POS onboarding, and internal enablement programs.

* Developed role-based LMS content and launched an in-house training facility to support scalable onboarding.
* Led M&A integration efforts by aligning teams and training programs with company-wide performance goals.
* Built training and vendor dashboards to track adoption rates, knowledge gaps, and onboarding outcomes.
* Fostered team culture by launching peer coaching models, improving team cohesion and promotion readiness.

**Manager, National Sales Enablement, Shift4** **|** Allentown, PA| Jan 2013 – Mar 2015

Served as liaison between sales and operations to align messaging and train partner networks.

* Conducted national webinars and in-person events for 200+ attendees, delivering sales and product training.
* Presented POS, commerce, and security technology to enterprise prospects and national reseller networks.
* Created custom RFPs and bid packages to support enterprise sales and franchise expansions.
* Partnered with Marketing to launch targeted promotions and drive reseller engagement.

**Manager, Operations Leadership, Shift4** **|** Allentown, PA| Aug 2010 - Jan 2013

Managed multi-unit operational performance, labor planning, and team development across regional accounts.

* Directed staff onboarding, scheduling, and performance management across multiple regions.
* Developed internal promotion pipeline and improved frontline manager readiness across regions.
* Scaled workforce from 12 to 2,000+ employees during high-growth expansion phases.
* Managed national product launches across retail and service locations.

**Manager, Crisis & Recreation, KidsPeace |** Orefield, PA | May 2007 – Jan 2011

Managed daily operations and therapeutic programs across a 24/7 crisis care facility.

* Collaborated with unit leaders, law enforcement, and clinical staff to ensure client safety and compliance.

**Manager, Kohl's, Linens N Things |** Whitehall, PA **|** Feb 2004 - May 2007

Assisted in the establishment of new stores throughout the northeast region of the United States.

* Supported store openings across the Northeast; led layout, advertising, and inventory setup.
* Managed warehousing, daily operations, and security for Whitehall, PA retail locations.

**Additional Experience**

**Owner, Tech Wizards PA** | 2005–2014 (Part-Time, Concurrent with Shift4)  
Provided technology consulting for SMB clients, supporting network setup, security, and software selection.

**EDUCATION**

**B.S.: Business Leadership | Capella University | *Graduated: 2024***

**Certifications**

Lean Six Sigma Green Belt (Earned: 2025)  
Professional Scrum Master (PSM) (Earned: 2025)