

Alan Bush

Customer Success Evangelist

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About Me

I'm passionate about customer success. I help connect people with the information, tools, and collaborators they need to solve business problems with today's leading technology. I want to help your company proactively enable your customers so that they use your products more frequently, with higher satisfaction, and fewer support requirements.

Ask me about the time my CEO put me in a straight jacket.

Experience

Rackspace / Technical Community Manager

August 2014 - February 2017, San Antonio, TX

Collaborated with Rackspace customers, employees, and the public to achieve success in cloud computing through one-on-one and one-to-many interactions — including community forum support, video tutorials, public speaking, blogging, and social media.

- Developed support model for 700,000 customers and prospects
- Increased searchable content (+39%), user membership (+74%), team ROI (77% to 918%)
- Produced a weekly video live stream featuring industry best practices. Our 175+ episodes featured frequent appearances by C-Level Rackers, customers, and partners
- Created an internal engagement strategy which increased employee contribution, and led to decreased support interactions for low-spend customer segment
- Collaborated with incident management teams to provide status updates and mitigate the support impact of critical security vulnerabilities

Rackspace / Cloud Launch Manager

September 2012 - August 2014, San Antonio, TX

Created the Cloud Launch Team. This team was a collection Cloud mentors who collaborated with new customers to find the best solution for their specific use cases, educated them on cloud best practices, and made sure their initial project with Rackspace was successful.

- Actively managed relationships with approximately 65 customers at a time
- Awarded the Rackspace Fanatical Jacket, Rackspace's highest honor, for customer service above and beyond expectations
- Built strong relationships with 3rd party vendors such as New Relic and CloudFlare
- Specialized in site reliability for high-traffic events such as product launches and appearances on Shark Tank

Central Desktop (iMeet Central) / Implementation Consultant

July 2010 - August 2012, Pasadena, CA - Remote

Worked with new clients to analyze business processes and develop customized plans to improve their collaboration using Central Desktop software. Created additional sources of revenue by finding expanded uses for Central Desktop software within each client's use case. Managed implementation and training for a variety of customers, including MLB.com, IEEE, and Sesame Workshop.

- Created the Implementation Consultant position as an extension of support to improve customer success
- Managed implementation for over 100 clients
- Delivered training in person and remotely
- Customer Success Team was awarded a Gold Stevie Award for Customer Service Department of the Year
- Authored team's knowledge management plan
- Created "Get Connected with Central Desktop" webinar series
- Presented technical talk at Collabosphere, Central Desktop's user conference

Education

University of Central Missouri / Technical Theatre Program

August 1998 - May 2002, Warrensburg, MO

Collaborated on 20+ productions with duties including light and sound production, scenic design, set construction, and even some acting.

Certifications

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- Rackspace Cloud Savvy
 - Rackspace Project Management Training Course
 - Amazon Web Services Business Professional
 - Amazon Web Services Technical Professional

Strengths

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- Customer success
 - Customer service
 - Collaboration strategies
 - Collaboration platform management
 - Social media support
 - Community forum management
 - Digital marketing
 - Copywriting
 - Story development and brand management
 - Thought leadership content development
 - Cloud computing
 - Live video production
 - Google Suite, Office 365
 - Technical writing

Gallup StrengthsFinder Strengths:

Strategic | Ideation | Futuristic | Input | Learner