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100
YEARS

Driving 5x Revenue Growth Through Strategic Digital Transformation

As Director of Customer Success, I led Summit Commercial Vehicles' B2B e-commerce transformation, to implement an enterprise-grade digital commerce platform. This strategic initiative delivered exceptional results: 5x online sales growth, 68% increase in employee adoption, and 9x growth in platform searches—demonstrating measurable impact in customer experience optimization and digital transformation leadership.

Enterprise-Scale Digital Commerce Implementation

Project Scope

- 25 multi-location integration
- 245,000 SKU catalog management
- 1,057 B2B customer accounts
- 66,000 product interchanges
- 448 brand partnerships
- Dual ERP system unification

Led comprehensive stakeholder management across operations, sales, and technology teams to deliver seamless customer experience transformation. Orchestrated complex system integrations including ERP, PIM, DMS, and ecosystem partners while maintaining zero downtime during implementation.

Measurable Business Impact

5x

Online Sales Growth

Revenue acceleration through enhanced digital customer experience and streamlined ordering processes

68%

Employee Adoption

Platform utilization increase demonstrating successful change management and training initiatives

9x

Search Volume Growth

User engagement surge reflecting improved platform usability and customer satisfaction

7%

Conversion Rate Lift

Enhanced customer journey optimization driving measurable business outcomes

100%

SEO Optimization

Complete search engine visibility transformation for competitive market positioning

Strategic Challenge Assessment & Solution Design



Customer Experience Optimization

Eliminated long hold times and limited self-service capabilities by implementing real-time inventory visibility and automated order tracking. Delivered a unique B2B experience, reducing customer service inquiries by enabling self-service ordering.



Operational Efficiency Enhancement

Streamlined complex multi-system workflows across 25 locations and 2 ERP platforms. Implemented unified interface reducing order processing time and improving inventory management accuracy across entire service network.



Employee Experience Transformation

Addressed retention challenges by modernizing technology stack and simplifying workflows. Enabled new hires to perform at experienced employee levels through intuitive, industry-specific search tools and integrated systems.



Competitive Market Positioning

Established digital-first competitive advantage in heavy-duty truck aftermarket. Enhanced brand trust and customer loyalty through reliable, responsive service delivery and superior user experience.

Enterprise Composable Commerce Architecture

Technology Integration Leadership

Directed implementation of composable commerce platform, integrating critical business systems:

- **E-commerce Platform:** PZ CxCommerce
- **Product Information:** Plytix PIM integration
- **Dealer Management:** Procede DMS connectivity
- **Tax Automation:** Taxjar implementation
- **Shipping Integration:** FedEx API
- **Analytics Platform:** Google Analytics 4

Customer Journey Optimization

Streamlined end-to-end experience from discovery to fulfillment:

- AI-powered search and product discovery
- Real-time pricing and inventory visibility
- Automated customer onboarding workflows
- Intelligent order management system
- Post-purchase analytics and insights

AI-Driven Search Innovation & Parts Discovery

Intelligent Search Capabilities

Implemented AI-powered search with auto-suggestions, spelling corrections, and multi-attribute filtering. Enabled technicians and customers to find correct parts 9x faster, addressing skilled labor shortage challenges.

Interchange Search Solution

Deployed intelligent interchange functionality enabling seamless discovery of equivalent parts across 66,000 interchanges. Reduced stockout impact and improved parts availability during supply chain disruptions.

Enhanced User Experience

Delivered intuitive interface with saved searches, recent history, and category/brand navigation. Improved accuracy in part selection while reducing errors and customer service escalations.

Seamless Integration & Data Management Excellence

01

Automated Data Synchronization

Orchestrated real-time integration across product catalogs, customer accounts, and shipping systems. Eliminated duplicate data entry and reduced error rates through automated workflows.

03

Business System Connectivity

Integrated Procede DMS for real-time parts availability, pricing, and order tracking. Enabled demand forecasting capabilities to prevent stockouts and optimize inventory levels.

Key Achievement: Delivered 68% increase in employee adoption through streamlined workflows and reduced system complexity, while maintaining zero downtime during implementation.

02

Catalog Management Automation

Implemented Plytix PIM integration for automatic catalog updates with manufacturer and vendor data. Ensured 245,000 SKUs maintained accuracy across all touchpoints.

04

Ongoing Support & Optimization

Established managed support framework ensuring system compatibility during upgrades. Maintained flexible, composable architecture enabling future technology migrations.

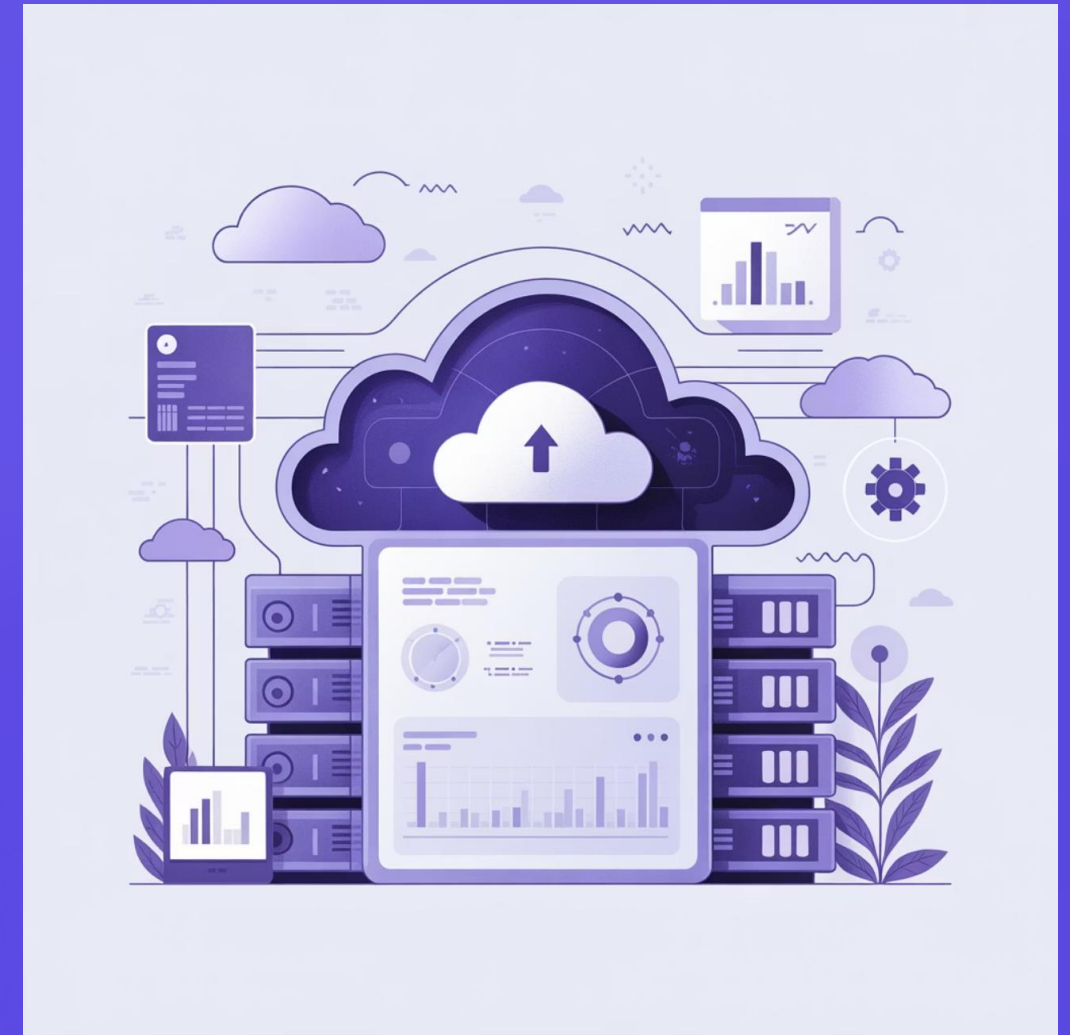
Enterprise Reliability & Performance Management

High-Availability Infrastructure

As Director of Customer Success, I established comprehensive reliability framework ensuring business continuity and customer confidence:

- **Operational SLAs:** Defined clear performance expectations and accountability metrics
- **24x7 Monitoring:** Proactive issue identification and resolution protocols
- **Security Compliance:** Regular testing and auditing for data protection
- **Single Sign-On:** Streamlined access management across platforms
- **Managed Support:** Dedicated team for ongoing optimization

This reliability foundation drove rapid adoption growth as employees and customers gained confidence in system dependability, directly contributing to 5x online sales increase.



Comprehensive Business Value Delivered

Customer Success Outcomes

- Enhanced loyalty through superior digital experience
- Real-time inventory visibility across 25 locations
- Faster order fulfillment and parts availability
- Increased repeat business and conversion rates
- Strengthened brand trust and market positioning

Employee Productivity Gains

- Unified interface across systems and locations
- Accelerated onboarding for new team members
- Turnkey analytics for strategic decision-making
- Reduced training time and support tickets
- Improved retention through modern technology

Operational Excellence

- Streamlined workflows reducing manual processes
- Automated catalog management and updates
- Enhanced data accuracy and synchronization
- Cost savings through efficiency improvements
- Scalable platform for continued growth

"PhaseZero and Summit Commercial Vehicles are positioned for continued growth, delivering cutting-edge solutions that drive sales and enhance the customer experience in the competitive automotive aftermarket industry."

— Michael Chen, Director of E-commerce, Summit Commercial Vehicles

Leadership Impact & Professional Expertise



Strategic Digital Transformation

Led enterprise-scale B2B e-commerce implementation delivering 5x revenue growth. Expertise in composable commerce architecture, system integration, and change management across complex multi-location operations.



Customer Success Leadership

Drove measurable adoption and engagement metrics: 68% employee utilization increase, 9x search growth, 7% conversion lift. Proven track record in customer experience optimization and stakeholder management.



Technology Integration Expertise

Orchestrated seamless integration of ERP, PIM, DMS, and ecosystem platforms. Specialized in AI-powered search, automated workflows, and enterprise-grade reliability frameworks for business continuity.

Core Competencies

- B2B E-commerce Strategy & Execution
- Digital Transformation Leadership
- Enterprise System Integration
- Customer Experience Optimization
- Change Management & Adoption
- Stakeholder Relationship Management
- Performance Analytics & KPI Tracking
- Cross-functional Team Leadership

Technical Proficiencies

- Composable Commerce Platforms
- ERP/PIM/DMS Integration
- AI-Powered Search Solutions
- Cloud Infrastructure Management
- API Integration & Automation
- Data Analytics & Business Intelligence
- SEO & Digital Marketing
- Agile Project Management