Bret Allan

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EXPERIENCE

Knack Digital Collective   July 2018 - October 2018
Operations Manager
- Developing initial program operational model with enterprise and partner campaign workflow
- Defining and documenting internal and external program KPIs and measurement tactics

ZeroCater   May 2014 - May 2018
Product Manager, Support Engineer
- Architected a scheduler tool that replaced insufficient, but critical, features from our core meal scheduling application, reducing the time the Client Success team spent on scheduling by 50%.
- Gained leadership support for an incentive program to increase customer feedback and to measure it quantitatively. More actionable feedback produced a reduction in churn equal to $1M in revenue.
- Developed inputs for an algorithm that suggested the best meal to schedule based on quantitative data rather than an account manager's anecdotal experience. Led to 30% improvement in CSAT.
- Implemented a company-wide issue tracking process that helped prioritize and reduce the number of bugs filed, as well as yielded greater transparency into Engineering's roadmap.

Account Manager, Customer Success Team
- Partnered with the Sales team to develop better sales framework to communicate Zerocater's ability to deliver value to new clients. Led to a reduction in churn by 80% in first 6 months of service.
- Partnered with the Engineering team to develop a meal matching tool that combined orders in proximity so Zerocater could expand product offerings to smaller and remote clients.
- Developed and managed relationships with over 25 concurrent clients, accounting for $8M in sales.

BiRite Market   May 2012 - November 2013
Vendor Operations Manager
- Created process for tracking product expiry dates for grocery items increasing cost savings by 7%.
- Developed inventory management protocol which led to reduced stock outs and spoilage by 10%.

Webologic   December 2009 - March 2012
Account Manager, Customer Success for online gaming team
- Reorganized the onboarding process to reduce the time required for our customers to start gaming. Improved conversion by 25% and eliminated workload that proved to be unnecessary.
- Created customer engagement surveys to identify product-service gaps. Survey findings enabled a 10% increase in revenue derived from cross-selling activities.

TECHNICAL SKILLS
Project Management: Agile Project Management, Scrum, Kanban
Software: Excel, SQL, Bash, Git, Trello, Jira, Sentry, Sumologic, Chart.io, SFDC

EDUCATION
Master of Arts, **in Government,** IDC Herzliya, Israel **GPA: 3.67**
Bachelor of Arts in Economics, San Francisco State CA **GPA 3.70**