

# Chris Stroud, MBA

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## SUMMARY

Operations leader with 12+ years of experience in B2B SaaS from Seed to Series B. Proven track record of leading cross-functional teams, data analytics, and executing company-wide initiatives that drive revenue growth and operational excellence.

## PROFESSIONAL EXPERIENCE

**Xola** **Feb. 2016 – Dec. 2024**  
**Director of Business Operations & Data Analytics** Jun. 2019 – Dec. 2024 San Francisco Bay Area (Remote)

- **Executive Leadership:** Partnered with the CEO to oversee operations, data analytics, data enrichment, professional services, marketing, and people operations, driving cost savings, revenue growth, and scalable business processes.
- **Global Expansion & Cost Optimization:** Led the strategic growth of Xola's Serbia satellite office, building two high-performing teams in Novi Sad and reducing staffing costs by 70% as the primary U.S.-based business leader.
  - **Professional Services & Revenue Growth:** Established and led a seven-member professional services team, developing and launching 250+ SMB websites, which contributed to a 15% increase in total revenue from Xola-managed sites.
  - **Data-Driven Market Expansion:** Built and led a five-person market segmentation and lead enrichment team, mapping and ranking the North American tours & experiences market, which sourced 80% of new business (2021–2024).
- **Strategic Planning & OKRs:** Led company-wide planning cycles, including annual, quarterly, and sprint cadences, integrating OKRs to enhance performance, alignment, and productivity.
- **People Operations & Organizational Growth:** Served as interim Head of People (2021–2023), scaling company headcount from 55 to 90 employees. Implemented Rippling and Leapsome to streamline operations, organized executive offsites, and coordinated three international team-building retreats in Thailand, Egypt, and Mexico.
- **Marketing Leadership & Brand Expansion:** As interim Head of Marketing (2021–2023), led Xola.com's rebranding and website relaunch, managed six industry conferences, doubled the content marketing team, and tripled content output.
- **Data Team Leadership & Analytics:** Built and scaled Xola's data function, recruiting and leading a two-person analytics team to develop automated data pipelines, scalable infrastructure, and business intelligence solutions.
  - **Data Projects & Product Development:** Oversaw 300+ data projects since 2019, including reports, dashboards, data pulls, infrastructure upgrades, and the launch of three data products into Xola's core platform.
  - **Operations & Execution:** Led data team operations, optimizing workflows, automating key processes, and ensuring seamless cross-functional alignment with product and business objectives

**Data Analytics Lead** | Nov. 2016 – Jun. 2019

- **Data Infrastructure & Integration:** Built Xola's first unified data layer, integrating internal and external systems to enable scalable reporting, dashboards, and cross-functional analytics across previously siloed datasets.
- **Business Intelligence & Tool Adoption:** Led the implementation of Looker, driving company-wide adoption as the primary reporting tool, now used by dozens of team members as the single source of truth.
- **Pricing Strategy & Revenue Impact:** Developed and implemented pricing model forecasts, enabling a smooth transition from subscription-based to usage-based pricing, directly contributing to a 3X revenue increase.
- **Predictive Analytics & Market Segmentation:** Built a lead value prediction algorithm ranking the North American tours & activities market by revenue potential, optimizing Sales & Marketing targeting through data-driven segmentation.

**Business Operations Associate** | Feb. 2016 – Nov. 2016

- **Strategic Reporting & Decision Support:** Developed reports, dashboards, and executive presentations to support business strategy and data-driven decision-making for senior leadership.
- **Enterprise Account Management:** Managed end-to-end customer success operations for large enterprise accounts, including Jack Daniels Distillery Tours, driving a 7% revenue increase as Xola's largest client at the time.
- **Cross-Functional Collaboration & Customer Experience:** Partnered with success, onboarding, and support teams to streamline the customer journey, proactively resolving challenges and enhancing stakeholder engagement.

## Boatbound

May 2015 – Aug. 2015

### Data Analytics MBA Intern

San Francisco, CA

- **SQL Development & Business Intelligence:** Built SQL queries to enhance reporting and dashboard capabilities, improving data accessibility and analysis for cross-functional teams.

## Staffr

May 2014 – Aug. 2014

### Data Analytics MBA Intern

San Francisco, CA

- **SQL & Data Insights:** Designed and optimized SQL queries to support business intelligence efforts, enabling real-time reporting and better decision-making across teams.

## EARLY CAREER EXPERIENCE

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### Lean Out Inc.

Jun. 2010 – Jun. 2014

#### Founder & Owner

Union City, CA

- **Entrepreneurship & Business Growth:** Founded and scaled a profitable fitness business, offering personal training, online coaching, group classes, boot camps, and corporate wellness programs.
- **Operations & Revenue Management:** Oversaw marketing, sales, program development, and customer service, driving continuous profit growth over three years.

### The Message Center

Jan. 2007 – Nov. 2010

#### Technical Support Team Lead | Jun. 2008 – Nov. 2010.

Fremont, CA (Remote)

- **Team Leadership & Customer Success:** Recruited and managed a three-person technical support team, maintaining a 90% CSAT score over three years through high-quality service and efficient issue resolution.
- **Technical Support & SLA Compliance:** Led ticket and call management, ensuring timely resolutions, high customer satisfaction, and strict adherence to service level agreements (SLAs).

#### Technical Support Associate | Jan. 2007 – Jun. 2008.

Fremont, CA (Remote)

- **Customer Support & Issue Resolution:** Managed incoming support tickets and calls, ensuring fast resolution, customer satisfaction, and SLA compliance.

## EDUCATION

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### University of San Francisco

May 2016

Master of Business Administration

### California State University, East Bay

May 2009

Bachelors of Science, Kinesiology

## CERTIFICATIONS, KEY SKILLS, AFFILIATIONS & INTERESTS

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- **Certifications:** Springboard Data Science Bootcamp, Reforge Advanced Growth Strategy, Operations Nation COO Certification.
- **Programming Skills:** SQL, R, Python, LookML.
- **Business Intelligence Tools:** Looker, Tableau, Metabase.
- **Data ETL Tools:** Fivetran, Stitch, DBT.
- **Professional Affiliations:** Operators Guild, Operations Nation.
- **Personal Interests:** Strength Training; Running; Hiking; Biking; Yoga; Dogs; Outdoors; Podcasts; Books; Meditation; Painting.