

Chris Stroud, MBA

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SUMMARY

Experienced operations and data analytics leader with a track record of driving scalable business processes, program management, and strategic growth. Adept at optimizing operations, implementing data-driven decision-making frameworks, and leading high-impact teams across analytics, marketing, professional services, and people operations. Proven success in cost reduction, revenue growth, and market expansion, with expertise in business intelligence, data infrastructure, and predictive analytics. Passionate about building high-performing teams, aligning business strategy with execution, and scaling operations for tech-driven organizations.

PROFESSIONAL EXPERIENCE

Xola

Feb. 2016 – Dec. 2024

Director of Business Operations | 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

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

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

- **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.