

Chris Stroud, MBA

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PROFESSIONAL EXPERIENCE

Xola (B2B SaaS)

Feb. 2016 – Dec. 2024

Head of Operations (Director) | Jun. 2019 – Dec. 2024

San Francisco Bay Area (Remote)

- **Executive Leadership:** Reported directly to the CEO to oversee business operations, data analytics, GTM lead enrichment, professional services (web development), marketing, and people operations.
- **European Office Expansion:** Led the growth of Xola's European satellite office, building two high-performing teams in Novi Sad, achieving a 70% reduction in staffing costs as the primary U.S.-based business leader.
 - **Professional Services Team:** Established and led a seven-member professional services team, developing and launching 250+ websites for customers, which hosted 15% of revenue and helped prevent churn.
 - **GTM Lead Enrichment Team:** 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.
- **Strategic Planning Oversight:** Led company-wide operating cadence, including annual, quarterly, and business sprint planning. Facilitated company-wide meetings, executive presentations, and implemented Monday.com to manage OKRs and track business sprint deliverables.
- **People Operations Team Leadership:** Served as *interim* Head of People (2021–2023), scaling company headcount from 55 to 90 employees. Implemented Rippling and Leapsome to streamline operations, organized leadership offsites, and coordinated three international team-building retreats in Thailand, Egypt, and Mexico.
- **Marketing Team Leadership:** 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 digital content output.
- **Data Team Leadership:** Evolved from an individual contributor into a team leader, recruiting a data engineer and analyst to establish a data team that served the analytics needs of a 90-person SaaS organization.
 - **Data Project Management:** Oversaw 300+ data deliverables, including reports, dashboards, data pulls, excel models, infrastructure upgrades, and the launch of three data products into Xola's core platform.
 - **Data Operations:** Led data team operations, meetings, project delivery, automating key processes, and aligning work with the needs of the organization.

Head of Data Analytics (Lead) | Nov. 2016 – Jun. 2019

- **First Data Hire:** Founded and led Xola's Data function from the ground up, reporting directly to the CEO.
- **Data Infrastructure:** 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 for the organization.
- **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, Customer Success (Associate) | Feb. 2016 – Nov. 2016

- **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.
- **Partner Success:** Served as both Implementation Manager and Customer Success Manager, guiding clients through onboarding, platform adoption, and long-term success,

Boatbound (Marketplace)

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 (Marketplace)

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

Aug. 2014 - May 2016

Master of Business Administration

California State University, East Bay

Aug. 2004 - May 2009

Bachelors of Science, Kinesiology

CERTIFICATIONS, KEY SKILLS, AFFILIATIONS & INTERESTS

- **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.