

BRYAN CROSNIER

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PROFESSIONAL SUMMARY

A results-driven Strategist, experienced in business process analysis and refactoring to improve efficiency and observability.

I bring 18+ years of experience in strategic planning, customer operations, and product integration. My expertise lies in translating complex technical requirements into scalable operational strategies. My efforts yield seamless technology integration, improve workforce satisfaction and adoption of new processes and tools, and result in improved process efficiency. I have a strong technical background and enjoy evaluating and prototyping new technologies under consideration as part of a new business process.

As an advocate for end users, developers, and support engineers, I have played a key role in ensuring that technology solutions are effectively defined, implemented, and adopted. I thrive in environments requiring cross-functional collaboration, technical integration, and operational execution to enhance customer experience and drive business efficiency.

SKILLS SUMMARY

- Strategic Enterprise Planning, Risk Management & Scalable Solution Design
- Process Optimization, Continuous Improvement & Systems Integration
- Product Enablement & Technical Implementation
- Cross-Functional Collaboration & Change Leadership
- Enterprise Workflow & Lifecycle Management
- Tool Evaluation, Prototyping & UX-Informed Design Support

PROFESSIONAL EXPERIENCE

Maxar Technologies – Westminster, CO (*fka DigitalGlobe, Inc – Longmont, CO*)

March 2006 – March 2025

Senior Staff Operations Strategist (July 2022 – March 2025)

I focused on driving strategic planning and guiding implementation across multiple projects. My work ensured that production systems were designed and tested to integrate and scale.

Services Provided:

- **Integration Efficacy** - Evaluate how well new tools or systems will fit into operations, find gaps or issues, and recommend fixes or improvements to keep projects on track.
- **Project Consultation** - Offer quick, expert help to solve a specific project issue without needing to join the whole project—ideal for removing roadblocks fast.
- **Framework Orchestration** - Build custom plans that bring together the right people, tools, and training so a project can move from an idea into real-world use.
- **Task Force Facilitation** - Create and guide small, focused teams to handle new or unusual work until it's ready to be handed off to regular operations.
- **ConOps Report** - Write reports that show how a new project or tool will work in practice—laying out plans, timelines, risks, and how different teams will be affected.
- **Staff Augmentation** - Temporarily step into a hands-on role within a project to fill a gap—providing experienced help exactly where and when it's needed.
- **Strategy Custom Service** - Collaborate with stakeholders to define custom goals or deliverables where Ops Strategy expertise can help move a mission forward.
- **Project and Team Labor Analysis** - Estimate how much work (and what kind of people) a project needs, then map that to current staffing to find gaps or recommend changes.
- **Tooling and Interface Evolution** - Analyze current tools or software used by teams and suggest better options or improvements to make workflows faster and simpler.
- **Standards and New Process Creation** - Develop or refine clear, repeatable processes that help teams communicate better, work more consistently, and scale smoothly.

As part of the Staff Augmentation service, I temporarily dedicated a portion of my time to high-priority projects, stepping into various technical and operational roles to meet critical needs. Depending on the project, I contributed as a strategic partner, operator, transition manager, developer, system engineer, or DevOps resource, quickly adapting and applying my technical expertise where it was needed most. Once the objectives were met, I returned my full focus to my core Operations Strategist role while ensuring a seamless transition of responsibilities.

Customer Operations Architect (*May 2019 – July 2022*)

I worked at the intersection of operations and technology, ensuring product deployment, process integration, and workforce modeling were strategically aligned for efficiency and scalability. I collaborated across teams to design and implement new operational frameworks, optimizing workflows for both product and customer operations. Whether standardizing lifecycle processes, improving communications infrastructure, or modeling workforce dynamics, my focus was on bridging gaps between strategic vision and real-world execution to enhance operational readiness.

Key Contributions & Achievements:

- Defined Factory Transition scope, collaborating with teams to identify and resolve operational gaps in the cloud-based factory implementation and production migration.
- Partnered with Product Management to develop and standardize Product Lifecycle Processes, ensuring seamless operational deployment of new and evolving products.
- Designed and implemented the Mission Control Systems Voice Communications Solution, serving as the primary communication system during multiple satellite launches and commissioning.
- Optimized operational workflows, integrating UI wireframing and technical program execution to enhance system adoption and usability.
- Advised on Salesforce strategy and implementation to align with key business objectives.
- **Security Clearance: Held U.S. Secret Clearance during this role**

Service Manager, Customer Operations (*January 2017 – May 2019*)

I focused on aligning technology with customer operations, ensuring that system changes, process enhancements, and user experience improvements met the evolving needs of the business. As a Customer Relationship Management (CRM) Administrator, I played a pivotal role in optimizing workflows and enhancing user adoption, while also serving as a key advisor in enterprise-wide technology discussions. My work spanned change management, cross-functional collaboration, and data-driven decision-making, ensuring that customer operations remained agile and effective in a rapidly changing environment.

Key Contributions & Achievements:

- Salesforce Administrator, responsible for design and implementation, system optimization, user training, and adoption strategies to improve efficiency.
- Acted as the primary liaison between Customer Experience teams and development teams, ensuring technology solutions met operational and user needs.
- Evaluated proposed system changes as a required approver for any updates impacting internal support teams or external customers, often identifying downstream impacts early and facilitating clear communication to ensure smooth adoption and minimal disruption.
- Represented Customer Service and Account Management in ISO and SOX compliance audits; resolved non-compliance through process or tooling updates.
- Developed and refined Case Management metrics and reporting frameworks, ensuring alignment with evolving team structures and customer requirements.
- Supported enterprise-wide technology initiatives, ensuring seamless integration of new tools, platforms, and process improvements within Customer Operations.
- **Security Clearance: Held U.S. Secret Clearance during this role**

Lead Business Process Analyst (*October 2013 – January 2017*)

I focused on enhancing operational efficiency and user experience by optimizing technology solutions for Customer Experience teams. I played a pivotal role in the implementation of DigitalGlobe's first successful online ordering portal, improving accessibility and business workflows. As a Salesforce Administrator, I managed system configurations, user adoption, and data integrity for 200+ users. Additionally, I worked across technical teams, governance boards, and customer-facing operations, ensuring that technology-enabled processes were seamless, scalable, and aligned with business goals.

Key Contributions & Achievements:

- Salesforce Administrator managing a 200+ global user system, ensuring system efficiency, user adoption, and optimized workflows.
- Customer Portal Product Manager, leading the development and successful launch of DigitalGlobe's first online ordering portal, improving customer access and operational efficiency.
- Defined, managed, and prioritized system requirements, aligning business goals with technical implementation to enhance customer-facing workflows.
- Governance board member for Lead-To-Cash program, ensuring Customer Experience priorities were effectively represented.
- Liaison between Technical Services and Customer Experience, overseeing system changes, impact assessments, and communication workflows.
- Represented Customer Service and Account Management in ISO and SOX compliance audits; resolved non-compliance through process updates.
- Managed telecom systems supporting Customer Experience operations, including user maintenance, configuration, and corporate system dependencies.
- Utilized Agile methodology to manage features, user stories, and defect resolution, ensuring continuous improvement and system reliability.
- Triage and incident resolution lead, ensuring minimal downtime for Customer Experience ordering and communication systems.
- Represented Customer Service and Account Management in ISO and SOX compliance audits; resolved non-compliance through process or tooling updates.
- Key technical resource in executing Customer Experience strategy, driving system and process improvements to enhance operational effectiveness using SAP, Salesforce, SaaS platforms, and internal tools.

Other DigitalGlobe Roles (2006 – 2013)

Over several years at DigitalGlobe, I advanced through a variety of roles spanning customer operations, technical support, business process optimization, human resources, and security operations. These experiences provided a broad foundation in operational efficiency, customer service leadership, technical system management, and cross-functional collaboration. My ability to adapt to evolving business needs and take on increasing responsibility helped shape my expertise in bridging technical solutions with operational success.

Positions Held:

- Senior Account Service Manager (2011 – 2013)
- Team Lead, Customer Service (2009 – 2011)
- Technical Support Representative (2009)
- Tasking Coordinator, Customer Service (2008 – 2009)
- Customer Service Representative (2007 – 2008)
- Payroll and Benefits Specialist, Human Resources (2007)
- Security Officer (2006 – 2007)
- Technical Administrator (2006)