

Contact

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(LinkedIn)

Top Skills

Cloud Computing

Project Management

Account Management

Certifications

Salesforce Certified Administrator
(SCA)

ITIL Foundation

Bryan Crosnier

Senior Staff Operations Strategist
Nashville Metropolitan Area

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.

Experience

Maxar Technologies

8 years 3 months

Senior Staff Operations Strategist

July 2022 - March 2025 (2 years 9 months)

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
- Project Consultation
- Framework Orchestration

- Task Force Facilitation
- ConOps Report
- Staff Augmentation
- Strategy Custom Service
- Project and Team Labor Analysis
- Tooling and Interface Evolution
- Standards and New Process Creation

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 (3 years 3 months)

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.

Service Manager, Customer Operations
January 2017 - May 2019 (2 years 5 months)
Westminster, Colorado, United States

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:

- CRM Administrator, responsible for system optimization, user training, and adoption strategies to improve efficiency within Salesforce.
- 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.
- 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.

DigitalGlobe

9 years 3 months

Lead Business Process Analyst
October 2013 - January 2017 (3 years 4 months)
Westminster, Colorado, United States

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:

- CRM Administrator managing a 200+ user system, ensuring system efficiency, user adoption, and optimized workflows in Salesforce.
- 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.
- 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.
- Key technical resource in executing Customer Experience strategy, driving multiple system and process improvements to enhance operational effectiveness.

Senior Account Service Manager

April 2011 - October 2013 (2 years 7 months)

Longmont, Colorado, United States

Customer Service Team Lead

October 2009 - April 2011 (1 year 7 months)

Longmont, Colorado, United States

Technical Support Representative

February 2009 - October 2009 (9 months)

Longmont, Colorado, United States

Tasking Coordinator, Customer Service

August 2008 - February 2009 (7 months)

Longmont, Colorado, United States

Customer Service Representative

November 2007 - August 2008 (10 months)

Longmont, Colorado, United States
