TRUDY JONES

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SUMMARY

A global leader with a love for learning, passion for problem-solving, and dedication to community and collaboration that drives continual improvement and innovation in my products, programs, and teams. I have defined the mission, vision, strategy, and roadmap for over 64 strategic projects while building and leading teams globally, remotely and on-site to launch enterprise initiatives, products, and programs for customer service, customer success, B2B/D2C sales, and training to over 2,000 company locations, 35,000 employees, and thousands of customers across the US, Canada, and the Philippines.

TECHNICAL SKILLS

Languages: HTML5, CSS3, JavaScript, jQuery, Node.js, PHP, Laravel, Express.js, React.js, MongoDB, MySQL

Applications: Salesforce Product Suite, Oracle Product Suite, Slack, Basecamp, Jira, Smartsheets, MS Project, MS Teams, MS Office, Zendesk, ServiceNow, Freshdesk, 8X8, Avaya, Unify OpenScape, Olo, Monkey Media, NCR, Aloha, WordPress

RELEVANT EXPERIENCE

Vice President, Strategy & Business Development   2019-Present
TSD Global   Carmel, IN
Defined the mission, vision, strategy, and roadmap to launch a new retail vertical and global remote agent model servicing BPO clients in customer service, customer support, lead generation, and inside sales domestically and off-shore.
Key Accomplishments:
- Defined and implemented client services processes and programs for client onboarding, success, dashboards, roadmap, pilot programs, and contract negotiations increasing recognized revenue by 13%
- Defined and implemented remote agent model with a PCI compliant technology toolkit including workforce management, learning management system, collaboration tools, and quality assurance programs
- Created training, team building, and succession planning from agent to director positions
- Created A/B testing platform and feedback loop for clients to assess off-shore service vs domestic service and utilize data analytics to improve off-shore service

Director, Alternate Business Channels   2017-2019
Red Robin International, Inc.   Greenwood Village, CO
Defined the mission, vision, strategy, and roadmap to implement Red Robin's B2B/D2C off-premise operations, sales and marketing plan, vendor stack, customer service processes and programs, and holistic technology stack for 15,000+ employees and franchise partners in 550 restaurants across the US and Canada.
Key Accomplishments:
- Exceeded the expected timeline of deployment in Q1 2018 by 6 months resulting in unexpected incremental sales of $1.5MM in Q3 & Q4 2017
- Achieved a $275K reduction in operating costs within 2 weeks of the initial deployment phase
- Developed the delivery operations and customer service strategy inclusive of human resource planning, last-mile technology implementation, eCommerce system implementation, local store marketing, and AI technologies
- Formulated and implemented a "Must Win Market" customer service, sales, and marketing strategy inclusive of digital and social media campaigns resulting in a 43.2% incremental sales increase

- Met financial objectives of a $4.2M project budget through effective data analytics, streamlined RFP process, and effective contract negotiations

Director, Guest Services, Sales & Operations   2012-2016
Boston Market Corporation   Golden, CO
Optimized internal and external holistic customer experience, processes, eCommerce system, KPIs while defining the strategy and roadmap for improved third-party vendor relationships and increasing B2B sales.
Key Accomplishments:
- Implemented an internal OKR goal system in tandem with NPS® while optimizing offers and pricing strategies for specific B2B industries which resulted in an increase from a detractor 4 to a promoter 7 score within 6 months
- Defined and launched an integrated marketing campaign alongside the implementation of Salesforce Marketing Cloud and improved CRM functionality within Oracle Sales Cloud resulting in a 10% over PY increase in top-line sales and 7% over PY increase in Holiday sales
- Implemented improved fraud prevention processes resulting in an annualized savings of $36,000
- Surpassed financial objectives of a $3.5M budget through the implementation of innovative initiatives, program and process optimizations, and renegotiation of vendor contracts

Manager, Guest Services and Inside Sales   2006-2012
Boston Market Corporation   Golden, CO
Defined the mission, vision, strategy, and roadmap to implement Boston Market's brick and mortar call center operations, customer service and support teams, inside sales team, store help desk team, loss and fraud prevention processes, and field operations teams for 643 restaurants and ~15,000 employees serving customers in both the B2B and D2C segments.
Key Accomplishments:
- Defined the vendor strategy and roadmap to implement all call center technologies, proprietary eCommerce system, and integrations between internal and vendor technology systems
- Collaborated with cross-functional teams to define and implement a "people before profits" centered training and succession program that resulted in a <2% annual attrition rate
- Conceptualized, built and launched a remote agent customer service and success team that resulted in a $500K annualized reduction in operating costs
- Implemented and led an inside sales team that contributed to achieving $60M in B2B and D2C sales
- Achieved financial objectives of $2.5M budget through optimization of processes, effective workforce management tools, and servant-leadership management

ADDITIONAL SKILLS AND EXPERIENCE

Specialties: Strategic Planning, Data Theory, Data Analytics, Change Management, Project Management, Process Improvement, Customer Experience, Customer Service, Customer Success, Servant Leadership, Remote Teams, Loss and Fraud Prevention, Budget Management

Industries: BPO, Environmental Services, Insurance, Consulting, Pharmaceutical, Fast Casual Restaurants, Casual Dining Restaurants