

# COLIN AIKMAN

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## Operations & Customer Leader | SaaS, Security | AI & Automation

Operations executive with a track record of scaling complex service organizations and delivering measurable results. At 360insights, transformed a 100-person Customer Care team into a 115-person multi-platform Client Operations function handling **1M+ annual interactions**, cutting cost per claim by 30%, and sustaining **90+ CSAT**. As COO of Nerd Block, built capacity to support **100,000+ monthly shipments** to 50+ countries, achieving **\$34M annual revenue in three years**. At Source Security, drove a **200% profit increase** and established 24/7 operations for the \$13B Muskrat Falls project.

Known for empathetic leadership, operational rigor, and customer-first innovation, including AI-enabled support tools that enhance staff performance and scale service delivery.

## PROFESSIONAL EXPERIENCE

### Founder | Executive Advisor | Ops Planning & Strategy

#### DALFINITY OPS+AI

March 2024 - Present

*Advising early-stage ventures on strategic planning, scaling operations, and customer support.*

- Advised emerging venture capital firm on healthcare model planning and stakeholder management,
- Supported water testing product startup on financial model, product UX, and translational research

### Senior Director, Client Operations

360INSIGHTS, WHITBY, ON

2018 – Dec 2023

*Channel ecosystem engagement company with 600+ staff and \$4B+ managed funds.*

- Scaled Customer Care from 1 → 6 SaaS platforms, managing 115 staff and 1M+ interactions annually.
- Cut cost per interaction by 30% while sustaining 90+ CSAT and 80+ NPS.
- Built 42-person nearshore team in Guatemala in 12 weeks
- Integrated 6 acquisitions (and platforms) across CAN/USA/UK
- Spearheaded integration of AI-based support tooling

### Chief Operating Officer

NERD BLOCK INC. / SHIRTPUNCH LTD., WHITBY, ON

2013 – 2018

*Largest Canadian subscription box startup with 100+ staff, 75K monthly subscribers in 50+ countries.*

- Grew revenue from zero to \$34.4M in three years; achieved \$48M annual run rate at peak.
- Expanded to 110 FTEs; scaled infrastructure for 250,000+ monthly shipments to 50+ countries.
- Negotiated 4 prime retail leases and oversaw design-builds, driving 20% revenue uplift.
- Managed 10x revenue growth in 2014 and 3x revenue growth in 2015 with a 250% CAGR from 2013-2017.

**Chief Operating Officer**

SOURCE SECURITY &amp; INVESTIGATIONS INC., HALIFAX, NS

June 2011 – Aug 2013

*National security firm with 400+ staff.*

- Improved gross margin **10%** and profits **200%** on \$9M revenue.
- Directed national ops and client programs covering **1M+ sq ft commercial facilities**.
- Established 24/7 operations for the **\$13B Muskrat Falls construction site**.

**Co-Founder & COO**

AURA COLLECTIVE LIMITED, TORONTO, ON

2008 – 2011

*Canada's Etsy. Online retail and wholesale via reward programs.*

- Built Canada's first social-impact craft e-commerce platform; scaled to 500+ SKUs and major wholesale clients (Aeroplan, Telus, Scotiabank).

**Director, Operations**

THOMSON REUTERS – SCIENTIFIC DIVISION, TORONTO, ON

2007 – 2008

- Integrated Unleashed Informatics into Thomson Reuters, fulfilling acquisition covenants with Mount Sinai Hospital and releasing all funds.

**Co-Founder & COO**

UNLEASHED INFORMATICS LIMITED, TORONTO, ONTARIO

2004 – 2007

- Startup spun out of Mount Sinai Hospital; negotiated tech transfer and company sale to Thomson Reuters.

**EDUCATION & CERTIFICATIONS**

- Certified Member of the AI Class | Section AI (2024)
- Graduate Certificate in Entrepreneurship (MBA Program) | Griffith University, Brisbane, Australia
- Canadian Securities Course (CSC) | Canadian Securities Institute
- Master of Public Administration (Business & Government) | Dalhousie University, Halifax, Nova Scotia
- Bachelor of Arts (Economics) | Huron College, University of Western Ontario, London, Ontario