

# Bill Burch

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Littleton, Colorado | (720) 468-1288 | burchbill66@gmail.com | linkedin.com/in/bill-burch/ | bill-burch.com

Bill is an expert in building and running customer service organizations. He has built-up and managed everything from start-up to enterprise level customer service teams. He takes a data-driven approach to performance analysis and process improvement, which has allowed him to create high-performance teams that are able to deliver on the goals of the organization. He believes that strong communication—both inside and outside of the customer service organization—is critical to its success.

## Core Competencies

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Leadership/Team management, Cross-functional Collaboration, Technical Project Management, Training/Coaching, Root-Cause Analysis, Budgeting, Client Support, Reporting, Strategic Planning, Process Improvement, Excellent Verbal and Written Communication

## Professional Experience

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### Stoplight, Inc | Austin, Texas

#### Vice President, Global Customer Support and Experience | April 2021 – January 2023

- Oversaw daily operations for a SaaS B2B customer support and success teams by developing effective processes and solutions to improve the customer experience, resource planning, team management, and business reporting, that resulted in a 28% decrease in resolution times and 98% retention rate.
- Developed Customer Success team to manage renewal and expansion revenue and implemented customer success strategies, such as customer segmentation initiatives, journeys, playbooks, and migrations from legacy systems, increasing customer loyalty and revenue growth.
- Collaborated with cross-functional teams to ensure a seamless and consistent customer experience across all touchpoints.
- Partnered with senior leaders to strategize customer support offerings, pricing plans, enterprise solutions, and metrics to analyze and improve performance.
- Implemented innovative data analysis functions using business intelligence tools, while communicating complex concepts and analysis results clearly and effectively to senior managers.
- Successfully migrated from ZenDesk to Salesforce's Service Cloud, which improved efficiencies and workflow, as well as reduced customer issues by 60% by implementing self-service tools on the support portal.

### Cherwell Software | Colorado Springs, Colorado

#### Vice President, Global Customer Support Services | May 2018 – March 2021

- Managed a global SaaS B2B customer support team ensuring effective management systems and quality controls, as well as provided coaching which resulted in the lowest employee retention rate in the company.
- Targeted areas for improvement with support systems, which included the creation of a Premier Support Team, proactive customer assistance, and rollout of a community platform and integrated knowledge base solutions.
- Conducted customer research and analysis to gain insights into customer needs and preferences, providing key insights to cross-functional teams.
- Automated redundant tasks to save \$500K per year by reducing call volume, as well as developing procedure manuals and standardized systems to reduce resolution times by 10%.

### Cherwell Software | Colorado Springs, Colorado

#### Director, Global Customer Support Services | June 2015 – May 2018

- Directed technical projects, including the implementation of a 24/7 support operation, and decreasing resolution times by 12.5% per incident by implementing a tired support structure.
- Developed and implemented customer service policies and procedures that resulted in a customer satisfaction rating of over 95%.

- Proactively identified and solved customer service issues, as well as target improvement opportunities, while using data-driven analysis to manage budgets and ensure cost-effectiveness.
- Created and implemented strategies to support growth, including team growth and development, process improvement, efficiencies, and systems, growing from 20 to 60 employees in 3 years.
- Improved assistance for customers by implementing a knowledgebase methodology to promote self-service.

## **Wellbridge Club Management | Greenwood Village, Colorado**

### **Director of IT | March 2007 – June 2015**

- Managed IT Department, including all technology aspects, for 19 health clubs across the nation with a yearly operating budget of over \$1 Million.
- Maintained and optimized data warehouse and ETL processes to streamline data integration and improve data quality while developing innovative dashboards and reports to provide insights to senior management.
- Collaborated with cross-functional teams, including Marketing, Sales, and Finance, to identify business requirements and develop BI solutions aligned with organizational goals.
- Created interactive dashboards and reports using BI tools (SSRS) to enable self-service analytics and provide actionable insights to stakeholders.
- Developed roadmaps for business continuity standards by targeting potential vulnerabilities and implementing the latest technologies to protect assets, reducing downtime from 6 hours to 10 minutes.
- Acted as liaison between engineers and C-suite executives to report project lifecycle milestones, performance, assurance of operational compliance, and management of service-level standards.
- Managed PCI compliance by adhering to technical and operational standards and training organization on the PCI requirement.

## **Additional Experience**

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Holland & Hart | Systems Analysis Manager | April 2005 – March 2007

Holland & Hart | Technical Support Supervisor | June 2002 – April 2005

Front Range Solutions, Inc | Vice President, Customer Services | January 2001 – February 2002

T-NETIX, Inc | Systems Analyst | October 1999 – January 2001

Goldmine Software Corporation | Product Integrations Manager | January 1999 – October 1999

Bendata Software | Senior Manager, Technology Services | June 1995 – December 1998

Bendata Software | Support Specialist | January 1994 – June 1995

GS Connection | General Manager | July 1993 – January 1994

GS Connection | Technical Supervisor | June 1992 – July 1993

GS Connection | Technician | June 1991 – June 1992

## **Education and Certifications**

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**Associate of Occupational Studies in Electronics Engineering**, ITT Technical Institute, Denver, CO | 1988

**Custom Project Management Certification** | 2002 – 2003 | New Horizons Learning Center

**Google Cloud Platform Associate Cloud Engineer** | 2023 | LinkedIn Learning

**Power BI Essential** | 2023 | LinkedIn Learning

**Tableau** | 2023 | LinkedIn Learning

## **Technical Skills**

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ITIL, Salesforce, Zendesk, VMWare, Cherwell Software, SaaS Operations, MetaBase, Looker, GSuite, GCP, Kubernetes, AWS, Splunk, Microsoft Office, Project, Access, Oracle, SQL Server, MySQL, Linux, MS Windows Server, SharePoint, Visual Basic, VB Script, JavaScript, PHP, ASP, HTML, XML, TCP/IP, VPN, MPLS