

MATTHEW R. DANIELSON

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SENIOR TECHNOLOGY & BUSINESS EXECUTIVE

CALL CENTER & CUSTOMER SERVICE OPERATIONS / HELP DESK & TECHNOLOGY SUPPORT OPERATIONS

Expert in building best-in-class, customer-driven, technology-rich call center operations that have delivered strong and sustainable gains in performance, productivity and profitability. Outstanding general management and technical leadership talents combined with success in:

Organizational Design & Development
Start-Up & Early-Stage Ventures
Turnarounds & Process Improvement Initiatives
Statistical Analysis & Performance Metrics

Multi-Site Call Center Operations
Customer Satisfaction, Retention & Brand Loyalty
Project Management & Program Management
Advanced Technology Services & Solutions

PROFESSIONAL EXPERIENCE

THE INVESTMENT STRATEGY GROUP, INC., New York, NY

2004 to 2012

(On contract from Performance Technology, Inc. - PTI - a leader in managed service solutions for clients worldwide)

Director - Technical Support Services / Senior Program Manager / Account Manager (2007 to 2012)

Senior Manager - Technical Support Services (2005 to 2007)

Manager - Mobile & Remote Technology Support Services (2004 to 2005)

Senior Business Executive with full operating, technical, HR and P&L responsibility for 24x7x365 managed support services and solutions for 6000-person organization. Initially managed Mobile Technology Help Desk and User Training Teams as company rolled out Blackberry devices worldwide. Built a flexible, scalable and sustainable technology support organization, leveraged increased capacity, reduced costs and far exceeded expectations. Awarded additional management responsibility for expanded portfolio of technology consulting projects worldwide.

Concurrent responsibility as **Senior Program/Project Manager** leading high-profile technology implementation projects and SOX initiatives, as LTI's **Account Manager** contributing to their corporate sales presentations and negotiations, and as **Technology and Management Trainer** for both company and client personnel. Reported directly to PTI's CEO and to Investment Strategy Group's Vice President for Client Services.

Delivered strong and sustainable financial results:

- Profitably managed \$3M+ annual managed service contract with Goldman Sachs. **Improved gross margin 15% and increased annual volume up to \$800K** by expanding service offerings.
- Reduced on-site staff by 43% while continuing to meet/exceed all performance goals and improve service delivery. Resulted in a **\$900K+ annual increase in bottom-line profitability for Goldman Sachs and \$2M+ operating cost reduction over 3 years.**
- Leveraged existing resources and capacity to accommodate **42% increase in total volume with no additional expense.**
- Eliminated competitors from client and created single point of ownership for the entire technology support function. Enabled the organization to deliver **large-scale service and solutions worldwide** as well as individualized support in high-touch environment.

Continuously improved business process, performance and productivity:

- Delivered industry-leading call center metrics. **Managed annual increases up to 12.5% in total support volume with no additional personnel or operating cost while reducing abandoned calls by 20.4%**
- Consistently maintained employee retention levels well above industry averages (**up to 100% retention in 2009**).
- Achieved maximum productivity through world-class training, cross-training and certification programs, and a focus on both individual and team development. Built strong client-focused teams with up to **93.8% of personnel certified** by Help Desk Institute.
- Conceived, developed and launched MegaMetrics program, a new team performance, reward and recognition program which resulted in significant improvements in service benchmarks, including a **13.5% improvement in answer speed.**

Led and supported technology innovations:

- Partnered with technology monitoring company to create a proactive solution for monitoring and reporting the status of Blackberry devices. Solution is currently in development and anticipated to **generate millions in new revenues**.
- Completed global metrics standardization project to align performance measurements and goals between support teams around the world. Developed project plan, created Infopoll survey and **developed consistent global metrics reporting template**.
- **Coordinated migration from Avaya CMS to Cisco IPCC** and developed call routing to ensure appropriate interflow between NYC and Bangalore teams to enhance client experience, improve scheduling efficiency and optimize resource utilization.
- Implemented **business continuity planning strategy and processes to ensure uninterrupted support worldwide**. Performed routine testing of agent-at-home using Citrix, RDP and IPCC mobile agent to validate BCP readiness.

Contributed to successful sales, marketing and new business development efforts:

- **Built LTI's model for delivery of managed services**, created methodology to productize solution and successfully integrated new product with existing help desk operations to create new core service offering. Resulted in millions of dollars in new sales.
- Personally negotiated PTI's contracts and agreements with client for managed service agreements and additional consulting/contracting projects. **Maximized account penetration and grew total dollar value of contracts by 88%**.
- Wrote sales proposals and marketing communications, **led C-level customer presentations** and negotiated/closed sales contracts.

PREVIOUS MANAGEMENT EXPERIENCE with several of the nation's leading retail organizations, including Target, Staples and Macy's. Promoted rapidly through a series of increasingly responsible management positions to **General Manager/Executive Manager** directing large-scale retail stores (P&L responsibility for 24x7 operations with 200 employees and \$38M in annual sales) and high-profile technology projects (software/systems implementation and systems administration). Selected as Management Trainer and Media Spokesperson. Highlights:

- Led new store openings that consistently surpassed business plan and profit goals. Opened Staples' first uptown Manhattan location and delivered **178% of business plan** (\$2.7M) in first 8 months. Set district standard for best financial performance in new market.
- **Increased EBIT by 241%** over financial plan for one of Macy's key store locations. Delivered double-digit increases in sales revenues and sales team productivity. Increased sales volume at another location by 41% and reduced costs 19%.
- **Facilitated seamless integration of new technology solutions, business software and applications** including NT network, Intranet, POS, PeopleSoft and other upgrades. Designed and taught technology training programs for diverse user groups.

EDUCATION & TECHNICAL CERTIFICATIONS

B.S. Candidate - Business Administration & Management Science, SUNY, Oswego, NY

A.A.S. - Business Administration, SUNY, Oswego, NY

Microsoft Technical Certifications: MCSE, MCP, MCP+I, MCT

ITIL V3 Certified (in process), Citrix CCSP Certified, RSA Sales Certified, Cisco Sales Certified, HDM Certified, COMPTIA A+ Certified

TECHNOLOGY PORTFOLIO

Call Center Technologies	Cisco IPCC Supervisor Desktop, IPCC Unified Contact Center Enterprises Tools, Cisco WebView, Avaya CMS, Avaya CentreVu Supervisor, Remedy, Clarify, ACD & CRM Systems, VRUs, IVRs
Network Technologies	Windows OS (all generations), TCP/IP, IIS, VPN, RDP, SecureID, PIMM, Citrix
Communications Technologies	VoIP, Blackberry Desktop Manager, BES Console, Telephony Systems, Voice Conferencing
Business Systems & Software	MS Office, MS Project, SharePoint, Visio, PeopleSoft, StaffWorks, Sabre
Financial & Metrics Systems	Capital IQ, Factiva, Business Objects