

# John Moyles

VP of Customer Success

## Personal Information

### Location

Denver, CO

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## Who I am and What I Bring to the Table

I'm a Denver, Colorado-based professional, offering more than 20 years of success and expertise in **corporate, consulting and startup** environments using the art and science of leading the most important corporate resource: people.

I have centered my career on being a hands-on high-performing servant leader, technologist, strategist, motivator, thought leader, and effective communicator that translates organizational vision into measurable results that have **maximized performance**, had a **material positive impact on revenue and cost**, and have **increased productivity and efficiencies** across the organization.

For the last five years, I've held several leadership positions at a major Managed Services Provider, working with a wide variety of customer verticals, environments (local, co-lo, cloud), requirements and needs.

## Recent Experience

### Director of Customer Success/Advocacy

*Synoptek & Critigen (Acquired by Synoptek) | Denver, CO*  
2013 – 2018

A national Managed Service Provider with \$100M/450 staff. Recruited by the CEO to move from the Product Management/Development leadership role to lead the Customer Success department in order to design, socialize, build, train, and sustain the new charter for 5 directs and 25 additional staff.

- Created a new source of revenue: Took full control of the departments P&L and shifted from a cost center to a predictable, profitable, and sustainable revenue center. Shifted the customer engagement model from passive order takers to trusted strategic partners through an aggressive and comprehensive training and staffing program, which resulted in a new billable consultancy team of virtual and fractional CIO's.
- Materially increased customer satisfaction and lowered customer effort: Formalized and standardizing the CRM framework on the "insight" model for up/cross-selling and an "effortless experience" model for relationship sustainment all centered around a strong data gathering and analysis program (CSAT, NPS, CES being the cornerstones). Increased productivity and consistency of delivery by instituting a comprehensive program of mentoring, peer coaching, technical & professional training.
- Increased revenue: identified and aggressively pursued up-the-stack opportunities as well as incentivizing up-sells and cross-sell campaigns for all teams. Closely partnered with the executive, sales, product, marketing, and finance departments to coordinate approach and execution.
- Directly addressed and decreased churn: Created a customer retention strategy that had regional leaders identifying at-risk accounts, and then building cross-department "save" teams. The team mandate was to form a close interaction with the customer in order to diagnose and triage the current challenges, identify future growth opportunities, and then create, execute, assess and report on the strategic plan to meet those objectives.
- Decreased staffing costs: Worked with my leadership team to build staff loading models to measure resource utilization against their workload of existing customer portfolios, new logo, operational, and administrative responsibilities. These models allowed for a realignment of individual portfolios to clear to allow headroom, better leverage underutilized assets, assisted HR in planning for new hires which led to a more predictable staffing cost modeling in the P&L.
- Increased success rate of engagements for new and existing accounts: Embedded staff at strategic points in advisory roles across departments in the quote to cash cycle, which increased overall visibility of the customer's requirements, socialized and validated the engagement, ensured accountability, lowered overall effort and friction, and strengthened cross-departmental efficiency and leadership trust.
- Led from the front: Took on direct management and ownership of an at-risk customer portfolio of enterprise, medium, and small accounts with ~\$950K/month revenue.

## Previous Experience

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### Management and Technology Consultant

*JM Consulting, 2004 - 2013 | Denver, CO*

Provided vision and leadership in the development and implementation of IT programs and enterprise information systems for multiple companies to define and focus market strategies, streamline processes, and recognize growth opportunities for optimizing effectiveness and cost efficiencies. Marquee engagements below (further engagements can be found at [johnmoyles.com](http://johnmoyles.com)):

- **Teachers-Teachers.com:** Collaborated with TTCM management and staff to restructure and rebuild the main line of business application, ensure best operational practices, and enable SLAs and OLAs to be met with high certainty.
- **Sprint Mobile:** Contracted to manage the build-out and deployment of Sprint's mobile (4GL) development center in Denver. Duties included coordination with multiple internal teams, vendors, and business units throughout the country to design and implement network/server connectivity and security hardening. Over twenty different technology and budgetary stakeholders were identified during the project, all of which were "won over" to the project through direct personal interaction and relationship building.
- **Newmont Mining Corporation:** Worked with executive leadership to make critical path decisions on existing and future deployments for mission-critical intranet applications. Enhanced performance and security by working with onshore, nearshore, and off-shore teams implementing best practice processes in their environment. Made recommendations on staffing and hiring practices to reduce over-staffing.
- **Chicago Mercantile Exchange (CME):** Brought on to rescue a stalled web presence project involving all the CME's core business units. At the time of the project, each business unit was independently run, with individual P&Ls. Primary responsibility was achieving consensus from executive management in each business unit, inserting and managing teams in each unit.

### Vice President (VP) of IT/IS

*IP Silver, 2008 - 2010 | Denver, CO*

Co-founded a professional services startup focused on virtual server and virtual desktop integration (VDI) services with \$2.25M in annual revenue. Built up a team of contractors and employees reaching 15 resources at the peak; created a culture that inspired personal accountability while capitalizing on individual strengths.

### Vice President (VP) of Operations

*X2Delta Networks, 2000 - 2004 | Denver, CO*

Brought on as a partner in a startup delivering boutique data center and co-location services for more than 60 SMB clients while managing a team of 15 remote and on-site staff. Accountable for day-to-day operations (help desk, engineering) and owned departmental P&L responsibility.

### Vice President (VP), App & Web Development

*Total SumParts, 1999 - 2000 | Leesburg, VA*

As a direct report to the CEO managed development staff for the complete life cycle development of desktop and web-based applications. Managed personnel in teams of 5 to 15 people per project, up to 5 concurrent projects; set and managed project budgets; coordinated projects across department boundaries.

### Chief Executive Officer (CEO)

*C:\ Drive, 1995 - 1999 | Castleton, VA*

Launched startup focused on bringing network technologies in health care and education markets. network market. Expanded into business and web presence internet services by acquiring development and professional services firm. Primary duties included growing the business through direct sales, marketing campaigns, and partnerships. \$5.4M in revenue, 40 Staff.