

ANGELA BLACKBURN

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CUSTOMER OPERATIONS AND SALES EXECUTIVE

Senior customer operations and sales executive known for achieving exceptional results through the transformation of traditional call centers, telephone sales centers, supply and back office functions into profitable strategic advantages. Highly respected for strong values, relentless focus on the customer experience, and exceptional people development. Exhibits the unique ability to think and plan strategically while maintaining a keen eye on tactical and financial results.

AREAS OF EXPERTISE

♦ Customer Operations Leadership

- Telesales
- Customer Service
- Technical Support
- Reservations
- Account Management
- Help Desk
- Compliance
- Fraud Prevention/Risk Mitigation
- Fulfillment
- Back-office transaction processing

♦ Technology Planning and Implementation

- Contact center and enterprise focus
- VoIP, ACD and network design
- Speech enabled and traditional IVR
- Workforce optimization tools
- Intelligent routing and CTI applications
- CRM application design
- Knowledge management tools
- BI applications
- Hosted software applications
- Data warehouse and data architecture

♦ Global Multi-Industry Experience

- Travel and Leisure
- Life Science and Healthcare
- Computer High Tech
- Banking and Financial Services
- Catalog Retail
- Health and Fitness
- Information Technology

♦ Strategic and Tactical Planning

♦ Business Development

♦ Human Resources Management

♦ Process and Quality Excellence

♦ Supplier Relations and Management

♦ Post Merger Integration

♦ P&L Responsibility

CAREER ACCOMPLISHMENTS

TOMMY BAHAMA

2010 - Present

Lifestyle retailer who defines elegant tropical living through unique collections of sportswear, golf wear, swimwear, accessories and a complete home furnishings collection. The purveyor of an island lifestyle who can help you escape the troubles of the modern world in favor of a place that's relaxed and worry free...where life is one long weekend!

Senior Executive, Strategic Advisor and Project Leader, Guest Services

Contract senior executive role (minimum 12 months) to develop and execute strategic and tactical customer operations and technology plans in support of the company's growth.

LEADERSHIP EXCELLENCE

2007 - Present

Independent consultant providing guidance to well-known brands and start-ups on how to deliver a great customer experience, increase sales and lower operating costs.

Principal

Conduct in-depth organizational assessments; evaluate technology solutions; develop strategic and tactical plans, and advise senior executives at well-known brands such as Ticketmaster, TicketsNow, Tommy Bahama, Columbia Sportswear, and more. Advise, educate and coach start-up organizations and individuals on business and customer operational needs.

EXPEDIA, INC.

2005 - 2007

Largest global on-line travel marketplace spun off from parent company IAC, includes well-known brands Hotels.com, Expedia.com, Hotwire.com, Trip Advisor and Classic Vacations.

Senior Vice President, Business and Customer Operations

Hired pre-spin to lead organization of 4000+ sales, service and fulfillment associates generating over \$1B in annual gross travel bookings and to transform the organization to support new strategic direction.

- Crafted three-year strategic and tactical roadmap, in support of the Company's newly defined retail marketplace strategy, approved by the CEO and presented to chairman Barry Diller.
- Established a balanced business scorecard resulting in new and expanded operating and financial metrics to reconcile an annual operating budget of over \$140M.
- Developed sales strategies increasing cross-sell, up-sell and package sales by 15%.
- Implemented operations integration plan for hotels.com, expedia.com and hotwire.com that greatly improved the consistency of the traveler experience, significantly enhanced quality and lowered cost by over 20%.
- Revised the labor strategy and initiated a global RFP to evaluate 100+ BPO vendors resulting in newly negotiated outsource contracts delivering over \$20M in cost reductions.
- Oversaw the successful ramp-up of new locations, including El Salvador, while simultaneously ramping-down locations targeted for closure – these changes migrated over 900 associates with minimal impact on service.
- Increased customer satisfaction a full 10 percentage points through internal and vendor performance improvement plans, and the hiring of on-site leadership to oversee Philippine vendor.
- Generated over \$10M in savings through restructured \$40M contract with ticket fulfillment supplier.
- Global responsibility to transform contact center technology resulting in a common global infrastructure.
- Championed the launch of Lean Six Sigma through a dedicated team of Black Belts and Analysts, which targeted over \$6M in approved savings.

FISHER SCIENTIFIC INTERNATIONAL

2003 - 2005

The world leader in serving science through quality global brands providing a complete portfolio of laboratory equipment, chemicals, supplies and services for research, safety, healthcare and science education.

Vice President, Customer Service

Responsible for leadership of 650+ associates located in four primary centers and over 100 on-site customer locations with a highly complex B2B environment. Hired by Chairman to drive the corporate wide strategic transformation of customer processes utilizing newly acquired Siebel CRM applications.

- Oversaw the processing of \$1.6B in annual order sales and associated customer service support for a diverse and complex group of customers ranging from purchasing agents to biotech scientists.
- Transformed rigid mainframe order taking culture into a flexible relationship based sales culture, which increased cross-sell and up-sell sales by over \$16M and increased customer satisfaction by over 10%.
- Upgraded and reconfigured the telephony infrastructure (MCI ECR services; Cisco ICM; and Avaya ACD) and deployed Internet access to all locations resulting in a 20% cost reduction through improved contact handling.

- Established and led a design team which delivered detailed business requirements and processes for newly acquired Siebel CRM applications utilizing middleware architecture in front of a CICS mainframe environment.
- Restructured and upgraded the organization to provide focus and accountability for on-site customer operations, back office and specialty function operations, centralized command center operations, and the primary customer care operations.
- Directed RFP to evaluate and purchase workforce optimization software including workforce management, quality monitoring, performance metrics, and eLearning delivery to the desktop targeted to improve labor efficiencies by over 25%.
- Established a balanced business scorecard to capture and report on new operating and financial metrics.

ROSENBLUTH INTERNATIONAL, UPSTREAM DIVISION

2000 - 2002

Joined start-up executive team as vice president of global operations leading 1200+ travel associates worldwide delivering \$45M in annual BPO revenue. Responsible for designing and executing a contact center strategy and associated infrastructure to position the company for aggressive sales growth to \$400M. I left shortly after the 9/11 terrorist attacks when the business suffered significant financial losses.

APPLE COMPUTER, INC.

1999 - 2000

Apple ignited the personal computer revolution in the 1970s with the Apple II and reinvented the personal computer in the 1980s with the Macintosh and today continues to lead the industry in high tech innovation.

Vice President, Worldwide Technical Support and Customer Service

Recruited to lead the turnaround and expansion of Apple's global technical support and customer service teams in advance of the iMac introduction. Led over 2200 associates worldwide with an annual operating budget of \$65M and broad authority for strategy, customer operations, and technology solutions.

- Established rapid scalability plan to support the iMac launch resulting in the successful hiring and training of over 500 technical support staff in less than 6 months.
- Improved customer satisfaction by over 10 points and achieved #1 rating in computer technical support in 2000.
- Co-founded AppleCare warranty services to create a break-even revenue plan over a two-year timeframe – year one achieved over \$30M in new revenue.
- Oversaw development of the AppleCare website including the implementation of leading edge knowledge management software developed by start-up Kanisa.
- Directed needs assessment, design and purchase for new global telephony services, sponsored by the CFO, resulting in reduced long distance charges and improved call efficiencies.
- Led a corporate team, sponsored by Steve Jobs, which was responsible for the design and implementation of a new data warehouse and upgrade of contact center software applications.
- Directed design and construction of state-of-the-art 800 seat Austin, TX facility which was completed in record time of 6 months from start to finish while also overseeing the design of the Cork, Ireland facility, and consulting for new site in Okinawa, Japan.

SANWA BANK CALIFORNIA

1996 - 1999

Industry outsider brought in as vice president of direct banking to develop and implement a break-through direct banking strategy to position the bank as a leader in the application of CRM technology in the banking and financial services industry.

EDDIE BAUER, INC.

1994 - 1996

Division vice president responsible for Eddie Bauer's catalog call center strategy, operations, and 1400+ associates handling over 10 million annual calls generating \$400 million in catalog sales and an annual operating budget of \$25M.