

BARBARA J. LYON

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PROFESSIONAL PROFILE SUMMARY

Seasoned Operations and Client Experience Executive with 20 years managing diverse and dynamic customer-centric SaaS and Internet-based operations. Recognized Leader for achievements in building efficient on-boarding and workflow processes and talented teams to deliver an outstanding customer experience. Extensive experience with Pre-Sales and Business Development efforts at C-levels.

CORE COMPETENCIES

- Expertise in building customer-centric operations and scaling client services implementation processes
- Strategic leader of cross-functional process improvements and collaboration
- Leader of Account Management, Implementation, Technical and Customer Support Operations
- Outstanding Client Retention strategies for Service Delivery for SaaS and Internet-Sourced products
- Successful recruitment, retention, coaching and mentoring of world class Customer Experience teams
- Demonstrated success with P & L Management

ACCOMPLISHMENTS AND EXPERIENCE

Sapias, Inc./Wireless Matrix - San Francisco, CA

06/04 – Present

Premier SaaS Software and GPS-hardware company providing Asset Management and Execution Management tools

VP Customer Operations

Sole executive retained by Wireless Matrix upon Sapias acquisition to transform Wireless Matrix into Software as a Service provider. Primary strategist in streamlining and revamping operations processes for the 3 companies consolidated into Wireless Matrix. Led the specification and development of the administration portal for internal and external use to configure SAAS solution. Merged 2 companies and relocated offices to San Francisco.

- Managed bi-coastal Operations Teams supporting cross-vertical customer base in Account Management, Implementation and Support roles
- Created and Managed 3rd Party Installer Network for on-site Hardware Installation Services
- Performed as General Manager of the San Francisco Satellite Office
- Successful up-sell strategies resulting in add-on sales for existing customers
- Retained 100% of pre-acquisition Sapias customers for Wireless Matrix
- Key member of acquisition strategies for Enterprise customers
- Primary voice of the Customer for Product Development and Agile Development Prioritization
- Implemented Netsuite ERP & Support ticketing system including support and account management metrics
- Rewarded with Mentor/Leader of the Year award – 2009
- U.S. Patent No. 11/736,780 - User Interface for Real-Time Management of Vehicles

Sirius Business Solutions - San Francisco Bay Area

06/02–05/04

Consultancy focusing on optimizing business processes and Internet strategies

Business Consultant

Co-Founder of Consulting Services working with diverse customer base to create operating budgets, workflow processes, as well as service and hard-goods logistics/distribution strategies. Designed internet-based customer acquisition strategies for several clients

- Created operating budget for small landscape architecture firm with \$2.3mm revenues.
- Restructured internal workflow processes and established business metrics for several clients
- Developed new supply chain & distribution strategy for fiber optic technology company for overseas manufacturing and worldwide fulfillment
- Modeled operating budgets and forecast models for startup businesses
- Created or redesigned training processes and recruiting/hiring strategies for several new & established companies

- Performed Mediation Services for County of San Mateo Small Claims Court

eCargoService, Inc. – San Francisco Bay Area

10/01 – 4/02

Cutting Edge SaaS Technology for optimizing Freight Forwarding business processes

VP Operations

Hired to elevate the efficiency and overall level of customer support for the Operations team at this established, innovative venture-backed company. Managed company ISO 9000 program and established a 'continuous improvement' philosophy throughout the company. Launched the Customer Experience Initiatives program to improve web site design and operational procedures of SAAS service for enhanced customer acquisition and retention for a relatively non-technical customer base.

- Developed company metrics to measure sales and operations effectiveness
- Initiated operations and accounting task analysis to manage cost per transactions
- Collaborated in launching the "solution selling" strategy with Sales team to improve long term customer retention
- Managed sales' customer pipeline and A/R reporting
- Lead a successful effort for ISO 9000 documentation and preparation for Certification
- Performed as General Manager oversight of HR and Facility Operations

Parachute, Inc. - San Francisco, CA

11/00 – 4/01

Unique B2C solution enabling consumers high value e-purchasing with white glove delivery service

Senior VP Operations

Recruited by investor from previous startup to revamp and elevate the delivery, customer service, training and human resources operations. Led founding team to restructure operating plans for multi-site warehousing and service delivery operations.

- Managed and P & L responsibilities for Customer Service, Training, HR, and Delivery Operations,
- 80% of Employee Base
- Established company policies for customer service and delivery operations, pricing, and personnel
- Launched Best Practices Training programs
- Performed Business Development successes with for Dell Computer Corporation, Federated Logistics, Neiman Direct, Winetasting.com, SF Giants, and Bay Area wine shows
- Implemented successful distribution rollout within California

Bigstep.com, San Francisco, CA

3/00 – 11/00

Leading edge B2B Internet website building solutions enabling small E-businesses to compete head-to-head with large companies

Director, Customer Support

Hired into Mid-Sized start-up to take startup environment to the next level of accountability and performance measurement. Developed extensive new hire and recurrent training curriculum to improve quality of support. Developed process for managing priority alerts for service-wide technical problems

- Established operational systems and performance tracking to drastically improve customer response time from 5 day to 24hr response.
- Transitioned Support software from Kana to Tier 1 Siebel System
- Launched an outsourcing support operation with offshore company to elevate support to 24/7
- Spearheaded cross-functional strategic planning for the launch of new products and services
- Developed hiring matrix to match P & L accountabilities for profitability goals

Cookexpress.com, San Francisco, CA

12/97 – 1/00

First to Market E-Commerce Gourmet Meal Service for Local delivery and Nationwide Fulfillment

VP Distribution & Customer Service

Backed by Angel and Investment Bankers, 1 of 5 to launch new internet-based gourmet meal delivery service to 10,000 customers in nine months. Developed the operating and staffing budgets for order fulfillment, distribution and customer service operations. Designed warehouse fulfillment operations.

- Lead the specifications of the back-end systems to support the distribution and customer service operations
- 99.5% active referral success with CookExpress customers
- Scaled fulfillment, delivery and support operations to serve local and nationwide demand
- Implemented warehouse facility and employee training procedures to meet OSHA workplace requirements and space allocation demands
- Managed the P & L for the customer service, delivery and national shipping operations
- Represented the Company and the vision to potential VC's & strategic partners
- Lead the HR effort by developing employee documentation, processes and guidelines

Federal Express

11/85 – 12/97

\$20 billion Premier Global provider of transportation services. Fortune 100 company

Managing Director

Managed 19 locations in California and Western Nevada with 995 frontline employees, 45 Operations Managers, 17 Senior Station Managers and 8 staffers; \$16mm revenue and \$6mm expenses.

- Managing Director of the Year - Profit Award for 4% improvement in profit
- Highest Employee Satisfaction rating in the past 10 years for annual employee survey
- Developed quarterly mentoring program for Frontline Management
- Formulated local sales support initiatives to build sales teams within the 19 service areas
- Lead long and short range planning for each station and the district including contingency planning, properties and capital requirements
- Special Assignment: Conducted EEO investigations with recommendations to Corporation for action

Senior Station Manager

Progressively increased management responsibilities in 3 different operations. Increased responsibilities & accountabilities from 2 Operations Managers, 52 frontline employees, and a volume of 7000 packages per day to an operation of 10 Operations Managers, 218 employees and 30,000 packages per day.

- P & L accountabilities to revenues up to \$7.6mm and annual expenses up to \$4.8mm
- Senior Manager of the Year Award for Customer Service and Quality achievements with a 12% improvement in service in Kent, WA 1993
- Senior Manager of the Year Award for overall operational improvements in San Rafael, CA 1996 with 20% operational improvements
- Managed staffing plans and resource needs for the stations to ensure 99% service level
- Annual Sales Award for success and participation in sales for global accounts
- Created and enforced safe workplace practices as required by OSHA
- Managed diverse workforce with positive results in annual Employee Satisfaction Surveys
- Established mentoring program for employees desiring a career in management resulting in successful recruiting of new management candidates
- Worked on Corporate Special Assignment Team for Management Training and Development program

PREVIOUS EXPERIENCE

Federal Express Western Region Training Specialist
Assistant Women's Tennis Coach, UC Santa Barbara

EDUCATION

University of California, Santa Barbara - Bachelor of Arts, Ergonomics
University of California, Santa Barbara - Secondary Education, California Teaching Credential
Certified Mediator for Workplace, Civil and Community Conflict Resolution, San Rafael

PROFESSIONAL AFFILIATIONS

Society of Human Resource Management (SHRM)
Association for Conflict Resolution (ACR)
Association for Dispute Resolution – Northern California (ADR-NC)

