Profile

Innovative thinker with broad-based expertise in operations, customer experience, and process development. Proven ability to analyze key business drivers quickly and develop strategies to scale operations to meet business objectives. Creative pioneer with an operations background, primed to further propel a career supporting business operations. A proven executive leader with over 15 years of experience managing operations and customer service. Influential leader with a history of promoting collaboration, coaching, cooperation, and teamwork. Possess a business mindset, technical know-how, and intrinsic drive to challenge the norm. Capable of keen perceptions with specialized knowledge to build paths for organizational change. Well-trodden career building client relationships and managing accounts to deliver results. An experienced operational leader who sets the vision, drives strategy, builds high-performing executive teams, and establishes a culture of accountability with continual emphasis on increasing shareholder value.

Professional Operational Experience

01/2019 - present LA MESA, CA

Customer Experience / Vice President
PenChecks Trust

- I currently manage a team of 34 Customer Experience Specialists. I reduced the average abandon rate from 31.5% to less than 1.2% in 12 months. Our inbound call volume increase in 2024 was the highest volume of calls the company has ever achieved. We kept the service levels high and the abandon rate under 2% for the entire season. I focused on implementing, documentation, system development, and leadership within the team. I am currently in the process of transitioning the IRA department inbound calls, emails, and faxes into our department and will scale the department to meet the business objectives.
- Focused leader recognized for delivering superior results.
- Well-qualified executive with over 15 years of experience managing high-level corporate operations.
- Articulate communicator, capable of building lasting relationships with senior management and vendors.
- Visionary, with a track record for finding innovative ways to execute operation plans.
- Known for managing turnaround projects within projected timelines.
- Experienced in the negotiation of high-level contracts.
- Championed the development and implementation of strategic plans and innovative operational plans.
- Willing to challenge the status quo and identify opportunities for efficiencies.
- An ability to appreciate the application of technology in relation to operations and the ability to communicate effectively with IT personnel.
- Identify, mitigate, and resolve operational risks.
- Design and maintain user-friendly tools to capture and track critical issues, used to drive resolution, influence change programs, and escalate to senior management.
- Strong background in driving and implementing different

Troy Gittins



Personal Information

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Operational Skills

Strong knowledge of operation functions, systems, policies and procedures.

Well-developed customer relations skills.

Responsible for managing the flow of operations to ensure operating schedules, processing and procedures are met and executed to meet the business objectives.

Ability to manage multiple tasks/projects and deadlines simultaneously.

Ensure the coordination of process, cross-training and development of employees.

Directed organizational transformations.

Process development and improvements.

Professional Operational Experience

types of business change.

03/2015 - 01/2019 PACIFIC BEACH, CA

COO / CXO / Partner

Pacific Suites

- Implemented operations planning for the resort and day-to-day operations. Provided direction to operations and marketing, from step-up process to project management. Controlled budgets within assigned forecasts, always meeting targets. Oversaw the health and safety standards for the resort. Oversaw the operations and maintenance of capital goods and performed periodic checks.
- Directed hotel operations, General Manager, and staff.
- Well versed in presentations, accustomed to addressing clients, vendors, partners, and corporate board of directors.
- Delivered business analysis of new initiatives and periodic review of resource allocation.
- Partnered with HR and managed the overall talent strategy (recruiting, objective setting, professional development).
- Created lessons and delivered all training on new processes.
- Lead result-oriented team to hit weekly, monthly, and yearly targets.
- Worked closely with risk, legal & compliance and oversaw the execution of regulatory priorities.
- Advanced team management and coaching skills coupled with an ability and desire to inspire and mentor team members.

04/2014 - 03/2015 SAN DIEGO, CA

Marketing, CRM Circulation Manager / Project Management

Petco Animal Supplies

- Managed the marketing campaign planning within budget, scheduled activities, averted risk, and found opportunities for completing goals. Offered team support and training to maintain the CRM Circulation Analyst team. Supervised a team to serve priorities of multiple campaigns, assuring workload was allocated efficiently. Oversaw quality assurance and managed 2-3 CRM Circulation Analyst Staff for campaign execution. Planned out the resources needed for scheduled tasks and operational activities to develop and track campaigns for users. Authored and designed documentation when the CRM new enhancements were added in order to streamline correct use. Managed vendor relations, as well as local business networking.
- Hit weekly, monthly, and yearly targets, exceeding annual budget and quality targets.
- Created new analyses and data evaluations to recommend customer segments.
- Oversaw and remediated risk management items and owned business continuity management.
- Strove for best practices across operational processes and was accountable for critical controls.
- Effectively communicated with key project stakeholders on project progress.
- Ability to communicate effectively across business, IT, and operations.
- Flexible and adaptable to undertake a variety of assignments.

Operational Skills

Ability to manage delicate client and staff issues with positive results.

Compile data, analyze data, and make decisions that support the department and company objectives.

Establish a positive working culture of continuous growth and development.

Direct staff, domestic, offshore and employees working from home.

Customer Relationship Management

Data Analytics

Team Leadership

Process Improvement

Professional Operational Experience

08/2013 - 04/2014 DEL MAR, CA

Director of Operations / Director of Client Services / Project Management

Your Results Marketing

- Authored and produced strategic plans to define requirements, refine processes, and succeed in the market, ensuring revenue. Provided direction for all phases of business development from inception through completion, including marketing, business development, proposal preparation, and overall quality. Managed the activities and productivity of the entire organization for the good of clients. Built and maintained an effective management team. Monitored all departments to ensure all regulations were kept. Oversaw the onshore and offshore staff of more than 30 members.
- Launched several new tools for efficiently handling operations from ZenDesk for customer service, ProjectBubble to project manage new projects, white label dynamic reporting platform, and Salesforce.Com CRM for sales.
- Provided leverage to the leadership team in day-to-day management.
- Drove robust process enhancements and controls, drove effective use of technology, and oversaw platform management.
- Strong understanding of client dynamics with a tenacity to resolve issues and conflicts.
- Effective relationship management and influencing skills.

10/2006 - 08/2013 SAN DIEGO, CA

Director of Operations / Director of Client Services / Project Management

Skinit.com

- Oversaw operations coordination and quality control to promote CRM. Reviewed KPIs from performance appraisals and customized training to combat weaknesses in team. Controlled budget and CAPEX within the forecasted goals.
- Met and exceeded all sales and quality targets in each year.
- Launched a customer service call center for Dell, T-Mobile, Verizon, Sprint, Hewlett Packard, iRobots, Boost Mobile, Alltel, AT&T, Harley Davidson, Disney, Fathead, and Skinit.com.
- Implemented the use of Salesforce.com CRM, Facebook, Twitter, eBay, Amazon, and Chat.
- Launched an offshore service center of Tier I Service Team (60 agents).
- Capable of exercising forceful yet sensible leadership; willing to make tough/unpopular decisions.
- Completed the launch of a domestic Tier II Service Team (12 Agents).
- Managed multi-million-dollar budgets with full P&L responsibility.

01/2006 - 10/2006 SAN DIEGO, CA

Project Manager / Account Manager

Convergence Systems

- Implementation of quality standards in account management utilizing MS Project, scheduling of installations and vendors, all coordinated around the development of the market. Tracked daily progress using performance management of

Professional Operational Experience

team tools, and planned cabling, data center and phone systems; moreover, adjusted priorities as needed, interfaced with corporate clients, sub-contractors, and top management.

- Developed organizational change to implement the software for Voice Over IP.
- Took charge of small and large projects in excess of 5K to 100K.
- Strong organizational and project management skills including ability to function effectively within an unstructured, fast-paced environment.

Additional Operational Experience

2004 - 2006 SAN DIEGO, UNITED STATES
Operations Analyst / Operational Analysis
Cox Communications

1996 - 2004 SAN DIEGO, UNITED STATES
National Senior Manager / Client Services / Project Management
Winstar Telecommunications

1992 - 1996 SAN DIEGO, UNITED STATES
Client Services Manager
Express Tel

1990 - 1992 SAN DIEGO, UNITED STATES
Client Services Manager
All City Paging

Strengths

Strategic planning | Team leadership
Customer relations | Process optimization
Problem-solving | Performance improvement
Operational Strengths | Call Center Management
On-Shore/Off-Shore Team Management
CRM System Development | Project Management
Strong leadership | Effective communication
Strategic planning | Problem-solving skills
Team collaboration | Time management

References

CEO
Spiro Preovolos
PenChecks Trust
Troy Gittins is a highly motivated and experienced executive. Troy is a self-starter and his leadership was invaluable in our efforts to expand and professionalize our Customer Service operations. Troy is highly knowledgeable about building call centers, operationalizing multi-level service teams, and developing tools and systems for tracking and managing key performance indicators. I would highly recommend Troy for his expertise in these areas!

CTO
David Peace
Skinit.com
Troy is results driven, and consistently strives for excellence. Few people will match his level of organization and communication. Working with him was always a pleasure as expectations were always crystal clear. I have a high level of respect and trust in Troy, and hold him in the highest esteem.

CEO
Doug McQueen
Your Results Marketing
Troy is an expert at building high volume operations and customer care systems. His ability to leverage and scale a business is outstanding. He was instrumental in setting up our cloud based business operations using SalesForce, ProjectBubble, Box, Bringshare and Zendesk. Troy has the ability to see through the “fog” of operations and create sound business processes and implement cloud based systems that connected our teams ability to be successful. His competitive nature is complimented by an honest desire to take great care of his customers. Troy's greatest strength is urgency and this reflects in his responsive attention to customer's needs. He is a great asset."

Awards

06/2020
PenChecks Core Value Award - Innovation
Spiro Preovolos

11/2021
PenChecks Trust Divsion Launch - South Dakota Call Center
Jose Vargas