

DAVID GJERTSEN

CX & CUSTOMER SERVICE LEADER



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Seminole, Florida

EXPERTISE

Leadership & Strategy
Project Management & Execution
Lean Six Sigma
Process Improvement
Contact Center Operations
Customer Experience
Performance Management
Transformational & Change
Management
Financial Planning & Modeling
Training and Enablement
Performance Coaching
Team Development &
Optimization
B2B Sales/Account Management
Public Speaking &
Communication

EDUCATION

MASTER of SCIENCE MANAGEMENT

University of South Florida,
Tampa, Florida
Muma College of Business
Graduated 2009

BACHELOR of SCIENCE BUS. ADMINISTRATION

Florida International University,
Miami, Florida
Landon College of Business
Graduated 2006
Magna Cum Laude

SUMMARY

A results-oriented leader, recognized for successful strategies and demonstrated expertise in building high performing teams and driving growth through various initiatives throughout global markets. Dedicated to customer satisfaction, I leverage my in-depth understanding of sales enablement and experience with global, multi-cultural environments to drive transformational change and deliver solutions that meet organizational objectives, solve customer pain-points, and contribute to the bottom line.

PROFESSIONAL EXPERIENCE

DIRECTOR, CONCIERGE OPERATIONS

2022 - 2023

Extra, Remote, Florida

- Brought into role to build out the Concierge Support Department for Class-B FinTech start-up to include workforce and knowledge management, quality assurance, reporting and analytics.
- Managed \$3.6MM annual budget, including the staffing strategy and technology stack of the Concierge (Member Support) Department.
- Owned the relationship and performance of multiple BPO vendors. Responsible for contract negotiations, customer retention, and VOC program implementation.
- Reduced Concierge annual operating costs by approximately 60% through centralization and implementation of AI automation within the chat and customer engagement experience.
- Led project management for Concierge Support, completing over 120 programs and projects in our first year.

DIRECTOR, INTERNATIONAL QUALITY CONTROL

2020 - 2021

KnowBe4, Clearwater, Florida

- Oversaw 11 international offices adherence to compliance regulations, company policies, procedures, and sales enablement.
- Built out and led a team of 9 international performance coaches throughout EMEA and APAC regions responsible for productivity, efficiency, and sales performance coaching of over 240 international employees, supporting continued hyper growth.
- Defined extensive library containing hundreds of workshops, coaching drills, and other sales training content that was made accessible globally via cloud-based knowledge-sharing platform.
- Personally provided executive leadership coaching to all International Sales leaders, developed and delivered monthly performance workshops, and focused on maintaining growth and reducing churn.
- Created revenue generation game, based on the World Cup, which resulted in an incremental Q/Q booking increase of 19% on top of the normalized 40% growth increase.

PROFESSIONAL CERTIFICATIONS

SACP

Security Awareness and Cultural Professional
Issued: Aug 2021
Exp: Nov 2024

Executive Course

Yale School of Management
Fostering Inclusion and Diversity
2019

PMP

Project Management Professional
Credential ID# 2073261
Issued: Aug 2017
Exp: Aug 2023

MILITARY SERVICE

Corporal, Infantry Section Leader
United States Marine Corps
Honorable Discharge
1994 - 1998

TECHNICAL SKILLS

Salesforce CRM
ChatGPT
Jira/Confluence
SAP ERP
Verint
Calabrio
Intercom
TalkDesk
Tableau
Medallia
Envisage
Reputology
Maestro
MS365

PROFESSIONAL EXPERIENCE, cont.

MANAGER, CONTACT CENTER OPERATIONS

2017 - 2020

United Rentals, Tampa, Florida/Charlotte, North Carolina

- Directed the day-to-day operations for the corporate Customer Care teams for \$8B global organization, providing leadership to multiple teams supporting internal and external customers.
- Led the digital transformation of the Contact Center, including a salesforce.com implementation and establishing multiple software solutions for workforce management and engagement.
- Designed and staffed a Contact Center Operations team to support the growth of the Customer Care Center, utilizing Workforce Management, VoIP Technical Administration, Reporting Analysis, and Quality Assurance/Speech Analytics.
- Managed numerous third-party vendor relationships to support the Customer Care Center, including PMO teams and BPOs.

MANAGER of CUSTOMER SUPPORT, AMERICAS

2015 - 2017

TeamViewer Software GmbH, Clearwater, Florida

- Responsible for establishing North and Latin America Customer Support teams; driving the corporate vision of the Customer Support role within the organization, and across the international divisions in Germany and Australia.
- Directly managed day-to-day operations of a multi-cultural, high-performance team of 24+ employees; responsible for performance, development, task & process management, and work design & enhancement.
- Accountable for defining strategic KPIs and unit business processes aligned to sales and technology support teams, resulting in superior customer satisfaction ratings and operational savings of \$2.75MM.
- Led end-to-end delivery of multiple department-wide initiatives to reduce process inefficiencies and increase productivity, resulting in 45% reduction in average ticket response times.

ACCOUNT MANAGER

2013 - 2015

Gerdau Longsteel North America, Tampa, Florida

- Responsible for \$4MM annually in direct sales within Midwest territory of the US; managing sales forecasting and delivery requirements for 26+ high-grossing business accounts.
- Defined and implemented streamlined product delivery process, improving reliability and flexibility to shift on-demand throughout the delivery process.

AREA OPERATIONS MANAGER

2010 - 2013

Mattress Firm, Inc., Pinellas County, Florida

- Responsible for the performance, supervision, and evaluation of five retail units, consistently increasing same-store sales 12-15% YOY, resulting upwards of \$7.5MM in annual market sales.
- Directly supervised staff of 13 store and assistant store managers; managed store and area budgets, inventory, and assets, merchandising strategies, and operational procedures.

COMMUNITY ENGAGEMENT

Youth Soccer Coach

Seminole Shooting Stars Club
Boys 8-11, Recreational Division

PROFESSIONAL EXPERIENCE, cont.

ACCOUNT EXECUTIVE/DISTRICT MANAGER

2003 - 2009

Ecolab, South Florida

- Responsible for direct sales of services to Government Accounts for the state of Florida, consistently exceeding sales goals YOY with new contract sales.
- Managed the P&L and day-to-day operations of \$3MM service-based product line.
- Built out a high-performance sales and service team of 26 employees through strategic focus and training in customer-oriented, value-based selling.
- Awarded District of the Year and one of the Top 5 performing districts overall in 2005 after successfully leading a complete district performance turnaround.