

Matthew Moore... Transforming Businesses through Strategic Innovation and Data-Driven Solutions

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Dynamic Senior Business Executive with an impeccable record of building and leading high-performance teams in technology and enterprise solution development. Leverages advanced business intelligence and data analytics to drive profit growth, optimize costs, and maximize resource utilization. Forward-thinking strategist skilled in crafting comprehensive corporate visions, departmental objectives, and streamlined processes to successfully execute complex, high-volume projects. Cross-functional leader demonstrates expertise in organizational transformation, strategic planning and implementation, and data-driven decision-making. Noted for:

- **Company Transformation:** Fully restructured operations at Funnel Leasing to quickly increase new business success rate from 30% to 100% after initial hiring by onboarding skilled talent, reversing negative morale, and improving customer and internal processes.
- **Dramatic Growth:** Instrumental role in driving persistent growth at ConnectWise, expanding service revenue from \$1M to \$15M and team size from five to 140 staff across seven countries with 40%+ profit margin for the Professional Services unit.
- **New Service Launch:** Developed, deployed, and supported new consulting service at ConnectWise that generated up to \$2M in recurring revenue, standardizing onsite and remote services to optimize customer value from product purchases.
- **Solution Delivery:** Instituted professional services and billable platforms at Funnel Leasing for first time, achieving \$1M in first-year annual run rate.

Accountable • Customer-Centric • Problem Solver • Transparent • Change Agent • Public Speaker • Proactive

Core Skills that Facilitate Desired Business Outcomes

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|--------------------------|-------------------------|-----------------------------------|
| ▪ Strategic Planning | ▪ Customer Satisfaction | ▪ Program Implementation |
| ▪ Operational Excellence | ▪ Strategic Alliances | ▪ Service and Solution Delivery |
| ▪ Business Intelligence | ▪ Mentoring Coaching | ▪ Agile and Waterfall Development |
| ▪ Continuous Improvement | ▪ PMO Onboarding | ▪ New Business Development |
| ▪ Project Management | ▪ Risk Management | ▪ International Business |
| ▪ Data Analytics | ▪ Cultural Awareness | |

Driving Corporate Transformation, Market Expansion, and Innovative Product Solutions

Funnel Leasing, Inc., Odessa, FL

2022 – 2023

SENIOR VICE PRESIDENT – CUSTOMER SUCCESS

Hired to turn around and restructure post-sales team with better sales processes and customer strategies. Led team of 35+ professionals in championing pre- and post-sales service and engineering functions, encompassing professional services, customer success, education, project management, and sales engineering for this leading-edge SaaS software entity. Set up and maintained full-scale customer portal to provide access to hundreds of new educational assets, account data, and support tools. Deployed key metrics and software tools, such as Salesforce Service Cloud and Experience Cloud to improve visibility and customer self-service options.

- Raised implementation success rate by 30% to 100%; decreased support response time from 10 to three hours and customer effort score by 23% in less than six months.
- Generated \$1M+ in Annual Recurring Revenue (ARR) within the first 12 months of rolling out consulting, recurring consulting services, and billable protocols.
- Achieved 97%+ SLA adherence after defined customer SLAs and support hours to meet contractual obligations; also enforced CSAT, NPS, QBRs, success plans, and account management processes.
- Instituted 50+ KPIs and various operational resources to shift management approach from intuition-based to performance-driven.

ConnectWise, Inc., Tampa, FL

2011 – 2022

VICE PRESIDENT – ONBOARDING AND CONSULTING, 2019 – 2022

Transitioned to more senior role with increased responsibility to ensure optimal customer satisfaction through timely service delivery and account onboarding. Directed 140+ team members in onshore and offshore contexts across seven countries in driving new growth and synergies for onboarding services of 20+ products, representing \$15M in yearly service revenue, for this leading IT software and services provider. Designed and applied quarterly strategic plans, KPIs, and targets per company goals. Fused sales, marketing, and operations teams to perform maximally in competitive markets.

- Expanded team revenue to \$15M annually, while improving project completion time by 70%, head count by 30%, quality score by 98%, and average response time by 70%, with attrition rate stabilized at less than 5%.
- Steered unit through major transition that focused on achieving KPIs and smoothly integrating many new and acquired products.
- Redirected onboarding functions to prioritize defining success beyond simple solution delivery, while delivering top value to customers

SENIOR DIRECTOR – PROFESSIONAL AND TECHNICAL SERVICES, 2018 – 2019

Continued to focus on skillfully helping B2B customers in adopting, applying, and maintaining wide range of software and services. Managed 75 professionals in providing and supporting critical client services, including work scope definition, project execution, and solution delivery. Generated regular performance reports and updates for executive decision-making.

- Successfully steered an intricate consolidation process to centralize previously isolated technical services units.
- Optimized client-facing development services for all products, while aligning roles and teams to achieve peak organizational impact.

DIRECTOR – PROFESSIONAL SERVICES AND CONSULTING, 2015 – 2018

Challenged with continuing to lead cross-functional team in providing and supporting innovative software solutions. Formed and supervised 45-person group of project managers, software developers, and consultants in designing and deploying innovative software solutions. As Project Executive, completed complex client engagement and surpassed KPIs. Continued as Thought Leader and Keynote Speaker for IT Nation conference.

- Efficiently reduced software installation time by 75% after restructuring the team and rationalizing processes; also restored a positive reputation for the service delivery unit to achieve 96% satisfaction score.
- Led company in adopting new documentation platform for internal processes; also incorporated Ideal Team Player principles for hiring and management procedures.

MANAGER – BUSINESS INTELLIGENCE AND PROFESSIONAL SERVICES, 2011 – 2014

Promoted through levels of increasing impact after initial hiring as Business Consultant to focus on aligning product enhancements with market demands. Advocated new services and application features to raise brand awareness and increase revenue with up to 12 staff. Implemented specialized software solutions for Extracting/Transforming/Loading (ETL) data that enabled 500+ competitive takeaways in the first year.

- Selected and managed the integration of a new foundational in-app BI platform for all customers and helped in delivering 100+ new BI reports and dashboards that supported data-driven decision-making for customers; also instituted Scrum framework to promote process agility and efficiencies.
- Keynote Speaker at IT Nation conference and conducted training labs and sessions for user groups.

EARLIER EXPERIENCE:

Retail Process Engineering, LLC, Tampa, FL | **IT DIRECTOR**

- Initially hired as consultant and promoted to oversee eight staff in managing IT operations, purchasing, systems support, database management, client services, and vendor relations; also managed annual SAS 70 Type II audit.

The Goldman Sachs Group, Inc, St. Petersburg, FL | **NETWORK ADMINISTRATOR | DATA ANALYST**

- Personally designed and deployed innovative applications to streamline and enhance loan servicing; also gained expertise in administering servers, networks, desktops, and laptops.

Jumbo Sports, Tampa, FL | **SYSTEMS ANALYST | IT LIAISON**

- Promoted through multifunctional roles, such as **Merchandise Controller, Merchandise Analyst, Assistant Hard Goods Buyer**, and **Retail Sales Associate** because of excellent job performance and business savvy.

Education

MBA, Saint Leo University, St. Leo, FL
BS – MIS, University of South Florida, Tampa, FL

Professional Training and Community Involvement

Certified Customer Success Manager (CCSM) through SuccessCOACHING (in progress).

Courses in Accounting Fundamentals, Leadership Training for Managers, and Effective Communications and Human Relations/Skills for Success.

Proficient in MS Office 365, MS Project/Planner, MS Teams, Visio, SharePoint, Google Docs, ConnectWise Manage, Salesforce, Smartsheet, Webex, Zoom, Promapp, Trello, Power BI, Izenda, and Lucid.

MS SQL, SSMS, SSRS, and HTML; Agile, Waterfall, Scrum, and Kanban.