

Global Systems & Operations
Service • Telecom / IT • Finance

info@theresumestudio.com
Open to relocation

Results-driven **Senior Manager / Director-Level Operations Professional** with over 20 years of operations and systems experience. Dotted line management of up to 2,000 in-bound call center staff supporting four continents on behalf of Fortune 500 clients. Includes multi-lingual management across diverse cultures, languages and time zones in Asia, Australia, Europe, North America.

Operating and negotiating expertise with ability to drive vendor costs down while keeping productivity high and ensuring quality deliverables. Work well independently and in teams, mentoring direct managers and their reporting staff.

Described as swift but thorough, assertive yet understanding. Specialize in managing projects from definition and scope to oversight and delivery of on-time launch. Maximize capital through profitability improvements, cost reductions, excess elimination, and business model expansion. 100% commitment to meeting investor and customer expectations through low-price, high-yield solutions.

“Cynthia was key to the success of our core initiatives ... an asset to the team.”

- **Jane Smyrl**
Sr. Director,
Customer Contact
Centers, Microsoft

Languages

- English
- Taiwanese
- Mandarin
- Tagalog

AREAS OF EXPERTISE

- Account & Call Center Management
- SLA Compliance
- Planning, Implementation & Delivery
- Client / Customer Satisfaction Assurance
- Strategic Thinking & Problem Solving
- Vendor Relations & Negotiations
- Succession Planning
- Profitability & Accountability
- Systems & Operations
- Budgeting & Forecasting

EXPERIENCE

AllAccessCard • Miami, FL

2005–present

Providing credit building options to 40 million U.S. consumers otherwise turned away from credit opportunities.

Senior Manager, Implementation & Vendor Relations, 7/06–present

Manager, Implementation & Vendor Relations, 7/05–7/06

Manager, Implementation, 2/05–7/05

Hired and rapidly promoted as sole implementation project manager for mission-critical international projects including new card products (prepaid, gift card, pin based) and Web site overhaul. Awarded 20% salary increase within two months of hire for efficient, on-time / early project launches. Direct vendor negotiations and deal making (quote, shipping, inventory management). Liaison to banks and associations (Visa, MasterCard), and load partners (Western Union, MoneyGram, GreenDot, Visa/ReadyLink). Solely manage marketing content compliance. *Report to SVP, Marketing.*

- Struck “first in history of prepaid cards” deal with Western Union, providing free load to customer-based deposits of \$300 and up. Launch date: May 2008
- Increased marketing collateral while decreasing postage costs by 30%, saving over \$100k annually.
- Negotiated FedEx shipping costs down more than 50%.
- Managed 30+ launches in 12 months, the largest number of projects in one year since company inception.
- Launched prepaid Visa card program, now comprising 75% of monthly applications.

Microsoft (NasdaqGS: MSFT) • Seattle, WA

2003–2005

*Leading desktop publishing software provider. FY06 revenues: \$52B.***Senior Manager, Call Center Vendor Operations** (NA, EMEA, APAC, and Japan)

Recruited to oversee all facets of outsourced worldwide technical and customer service vendors, while managing in-house FTEs and ensuring service agreement compliance. Liaised with vendors including Sykes, Supportandmore, Digital River, Modus, and Sutherland. Traveled internationally 35% of time. *Reported to Senior Director, Customer Contact Centers.*

- Reduced invoicing by 20% within 10 months.
- Salvaged outsourced vendor relationship within eight months of hire.
- Overhauled hiring and management practices of customer facing team; revised training protocols and materials.
- Performed front-end analysis for new outsource requirements including risk and compliance considerations, process and control reviews, and budget requirements.

Convergys Corporation (NYSE: CVG) • Cincinnati, OH / Tokyo, China

1996–2003

*Forty technical help / customer support centers in the Americas, Asia, Africa and Europe. FY06 revenues: \$2.9B.***Director, Client Services, 07/00–07/03****General Manager, Operations | Convergys Asia Division, 03/96–08/00**

Hired during period of vast growth to manage 2,000 seat, Tokyo-based, outsourced Tier I and II customer service and technology support call center. Managed operations and client services related to 24/7 multi-lingual provision of services on behalf of Adobe, Apple, Cisco, Citibank, Emerson, HP, Intel, Kodak, Macromedia, Microsoft, Motorola, Pegasus, Kodak, P&G, Redhat, SkyMall and U.S. Robotics.

Recruited internationally in 2000 to remotely lead U.S. operations. Provided global direction, planning, business analysis, performance review, and tactical recommendations. Acted as lead, advocate and trusted advisor to clients, assuring understanding of contractual relationships. Traveled 30% of time. *Dotted line supervision of seven senior account managers and 20 managers. Reported to VP and Managing Director, APAC.*

- Exceeded revenue growth by over 18% through personnel and process improvement.
- Increased annual revenues by \$500,000 after expanding Cisco team by 200%.
- Salvaged \$7.1 MM Macromedia account by underpinning contractual metrics.
- Generated 30% in cost savings through vendor negotiations.
- Expanded +/- 10,000% from 20-person start-up in 1996, to headcount of nearly 2,000 after by 2000.
- Held employee turnover rate to less than 5%, against 30% industry standard for competitive call centers.

Early career (1990–1996) as regional and international systems engineer, consultant, and analyst for Kimoto Japan, Kimoto Thailand, and Thailand Alltrade, with work located in or focused on Japan, China, Thailand, and the U.S.

PROFILE

Shanghai Jiao Tong University, Shanghai, China

MBA, 1992 • Dean's List**BAC, Accounting, 1990** • Dean's List

Technology: Fluent in MS Word, Excel, PowerPoint, and Outlook; and the Internet

Awards & Accomplishments

Best in Team, 1993

Kimoto Japan, Osaka, Japan

- *First woman assigned to corporate headquarters.*