

RONALD NELSON

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SUMMARY AND SKILLS

"Experienced Operations Executive with a solid history of developing Organizations of Excellence"

While my formula is simple (People, Product and Process), it takes a unique set of competencies to achieve and sustain optimum performance over time. I am performance driven, I value team, and I foster inclusion.

Core Competencies

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| Experienced Organizational Leader (Regulatory Compliant) | Experienced Labor Relations Manager (AFL-CIO/CWA) |
| Leadership Focus (Collaboration, Community & Company) | Experienced in Utility and Telecom (AT&T and OUC) |
| Strategic Thinker (MBTI-ENTJ) | Strategic Planner (Short and Long-Term) |

PROFESSIONAL EXPERIENCE

Orlando Utilities Commission – (OUC)

Director, Customer Service

Sep 2016 to Current

Sponsored the conversion of a silo-managed customer service organization to an operational planning and strategic thinking Organization of Excellence. This included multi-department collaboration, budget and project alignment, and prioritization of planned technology upgrades via scheduled releases.

Primary Lines of Business:

- ✓ Products: Water, Electric and Renewable Energy
- ✓ Clients: Mayor and City Commissioners – Supporting City of Orlando (320K Residential/Commercial Accounts)
- ✓ Business Unit Oversight: Residential, Small Commercial, Key Accounts, Collections and Outage Management.

Results:

- ✓ Optimized the residential, commercial and collections operations by moving time-consuming non-revenue producing work functions to a back-office support team (provided focus on the Customer Experience while reducing cost, improving efficiency and improving the customer experience)
- ✓ Developed a technology improvement roadmap focused on providing more efficient tools for front-line employee that saved time and reduced task-related stress while optimizing the self-service options to improve the customer experience.

VXI Global Solutions, LLC

Director, Multi-Site Operations

Apr 2015 to Aug 2016

Responsible for growing a single site, two-client, (50) seat center to a (750) seat (6) client operation in Tucson, AZ.

Primary Lines of Business:

- ✓ Telecommunications: New, Upgrade and Retention Accounts (Phone, Internet, Wireless and TV/Video)
- ✓ Retail: Customer Service and Tier 1&2 Technical Support (Delivery Schedules, Warranties & Repair)
- ✓ Clients – AT&T, DirecTV, America On-Line and Bobs Furniture (Top Center – North America EOY 2015).

Results:

- ✓ Top Center – North America EOY 2015
- ✓ Increased margin attainment from 7% to 15% while increasing seat and site locations
- ✓ Developed "Best In Class" Performance Optimization Model for like centers located in North America.

Corporate Consultant, Peak Performance

Nov 2012 to Mar 2015

Leadership and Personal Development Company:

- ✓ Center of Excellence (Discovery and Scope - Center and Work Flow Design and Performance Management)
- ✓ Culture Management (New Leader On-Boarding and Behavior Change Modeling)
- ✓ Strategic / Vision Planning (Linking Employee Functionality to Corporate Goals and Objectives).

Connexion Technologies, LLC
Vice President, Customer Care
Oct 2009 to Oct 2012

Responsible for transforming a (3) site, 150 seat, high-cost and limited product start-up to a (5) site, 1500 seat, high-volume and scalable product line operation – supporting AT&T, DirecTV and Dish Communications. Site Locations (AL, CA, FL, NC and Costa Rica).

Primary Lines of Business:

- ✓ Clients – AT&T, DirecTV, Dish and 2000+ HOA, MDU and Mobile Home Associations
- ✓ Telecommunications – New, Upgrade and Retention Accounts (Phone, Internet, Wireless and TV/Video)
- ✓ Retail - Customer Service and Tier 1 & 2 Technical Support (Equipment Maintenance Plans).

BellSouth / AT&T, Inc.
Senior Director – Customer Service
Jun 1990 to Sep 2009

Led Single & Multi-Site Business Units: (400+ Seats) AT&T (AL & FL) / (300+ Seats) BellSouth Corporation (AL & FL)

Primary Lines of Business:

- ✓ Telecommunications – New, Upgrade and Retention Accounts (Phone, Internet, Wireless and TV/Video):
 - Exceeded Annual New Revenue Budget – exceeding \$20M (7) consecutive years
- ✓ Retail – Residential Customer Service, Commercial Service and Technical Support
 - Presidential Award – Customer Satisfaction (3) quarters.

Primary KPIs include:

- ✓ BPO - DirecTV and DISH (POE, PCI, and TQA Compliance; Sales Conversion Rates; AHT, ACW & Hold Time)
- ✓ AT&T / BellSouth: (Revenue and FTE Budget; Rev/Call, Rev/Order; CR!FT, FCR and NPS; AHT, ADH, and ASA.
- ✓ Consumer and Network Operations – Order and Process Flows – Tier 1 & 2 Technical Support.

SINGLE and Multi-Center Operations – VP / Director

- ✓ BellSouth - Responsible for Annual “New Revenue” Budget – exceeding (\$20M)
- ✓ BellSouth - Project Managed “Center of Excellence” – Call Center Design
- ✓ BellSouth - Project Managed “Center Consolidation” - 78 Multi-State Locations to 28 Regional Mega-Centers
- ✓ BellSouth - Managed Department Revenue, Expense and CAPEX budgets (16 sites and 9 states)
- ✓ BellSouth – Served as Public Service Commission Liaison (Alabama and Georgia)
- ✓ BellSouth – Served as Labor Relations Manager (AFL-CIO / CWA)
- ✓ Connexion Technology – Turned (4) Regional Expense Sites to Profit Centers in 90-Days
- ✓ Connexion Technology – Saved \$1.2M in Annual Expense by Converting (5) IB sites to (4) IB and (1) BackOffice
- ✓ Connexion Technology – Instrumental in Developing the Companies 1st Strategic Plan and Business Model
- ✓ Profit Masters USA – Successfully Developed and Sold a Suite of Performance-Based Coaching Models
- ✓ VXI Global Solutions - Grew a 50-Seat Site with (2) Clients to 750 seats and (6) Clients in (15) Months
- ✓ OUC – Currently Manage (3) Sites (Electric, Water, Waste Water, Chilled Water, Solar Energy and EV)
- ✓ Senior Leadership – VP (2) Yrs., Sr. Director (5) Yrs., and Director Level (20) Yrs.
- ✓ Operational Leadership – Telecom, Retail, Home Warranty and Utility (Residential and Small Business)
- ✓ Operational Leadership – Sales, Service, Technical Support and Network Operations
- ✓ Developed (8) “Center of Excellence” models for Fortune 50, Start-Up and Established BPO companies
- ✓ Specialize in growth, acquisition and right-sizing for operational effectiveness
- ✓ Consistent Top Quartile Performer in KPI and Operational Oversight (IB/OB/iChat, Sales, Service & Tech Support)

EDUCATION AND OTHER

Alabama Military Academy, Montgomery, AL
OCS - Officers Candidate School - Graduate

Birmingham Southern College, Birmingham, AL
BA - Business Administration - Graduate

Jefferson State Jr. College, Birmingham, AL
AS – Engineering Technology - Graduate

Training

US NAVY, San Diego, CA - Telephone and Basic Electricity

US ARMY - Montgomery, AL - Command, Logistics and Operations

BellSouth Corporate University - Atlanta, GA - Project Management

BellSouth Corporate University - Atlanta, GA - IMBT (Customer Service/IT Liaison)

BellSouth Corporate University - Atlanta, GA - Executive - LEAD Program

Orlando Utilities Commission - Orlando, FL - Executive - Leadership Coaching

Orlando Utilities Commission - Orlando, FL - Strategic Planning – Corporate

Major Accomplishments

7-time “Pinnacle Award” Winner - EOY New Revenue Performance Recognition (Top 3%)

4-time “Turning Worst Performing Centers” to “Centers of Excellence”

1-time “Top Center in North America Operations” - Margins Attainment

Presidential Award “Process Improvement” – Cost Containment / ROI (Process Flow)

Presidential Award “Humanitarian of the Year” - Employee Engagement

Presidential Award “Customer Satisfaction” – Multiple EOY Award Winner.

Military

Alabama National Guard: Rank - 03 (General’s Aide-de-camp to the Adjutant General – State of Alabama)

United States Navy: Rank - E4 (Communications Electrician and Technical Specialists)