



TIMOTHY POWER

Customer Success Executive
Strategic Services & Sales Leader

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Influential and results-oriented Customer Success Executive respected for simplifying processes, stopping ineffective practices, and driving team engagement to achieve outstanding results for the Enterprise, vendors, and partners. Drives revenue growth across products and platforms with data-driven decision-making and an uncanny ability to align operations with corporate strategy. Empowers teams with tools and gains buy-in at all levels. Thrives during change and triumphs over new challenges.

Top 10% of the enterprise organization for team engagement, 3 years in a row at Yahoo! Inc.

Strategic Planning & Vision | Global Program Management | Business/Data Analytics | Account Management
Multi-site Team Leadership | Relationship Building | Stakeholder Engagement | Operations Leadership
Data-driven Decision-making | Process Improvements | Influential Communication | Reporting

EXECUTIVE CAREER PATH

YAHOO!

Yahoo! Inc. | Sunnyvale, CA

SENIOR DIRECTOR GLOBAL STRATEGIC SERVICES

2014 TO 2017

Snapshot: Built and managed 3 highly-successful organizations with 100+ employees spanning the US, China, India, and UK and supporting revenue-generating activities in Sales, Account Management, and Ad Operations.

Directly accountable for strategic planning and operations for a technical support organization, a partnership operations team, and a customer success team. Defined key business processes directly impacting revenue recognition, Service Level Agreements (SLAs), user engagement, and sponsorship fulfillment. Built strong relationships with Legal, Finance, Marketing, and leadership team to gain access to partnership negotiations which empowered the team with real-world, real-time thinking into the deal structure. Consistently exceeded success metrics for client satisfaction, renewals, and promoter scores.

- Executed an operational strategy to ensure all creative assets from advertisers/agencies/vendors were SSL compliant (the 1st major publisher to pave the way); delivered the large-scale project on time and under budget.
- Managed the relationship of Display Content Partnerships, including ABC, NBC, MLB, and NASCAR.
- Improved the Tier 1 technical support organization from a 1st call resolution rate of ~35% to over 60%.
- Enabled 500+ vendors for advertising success by creating an innovative program which defined ad criteria, engaged vendors, and ensured adequate infrastructure to handle 500M+ page views within 24 hours.

SENIOR DIRECTOR AMERICA'S AD OPERATIONS

2007 TO 2014

Defined and articulated a clear vision and objective of integrated advertising campaigns and provided on-going strategic direction. Hired, retained, and continually developed diverse, high-caliber talent; built the high-performance team up to 72 regional staff supporting Yahoo's field and Mid-Market Sales and Account Management teams. Drove a dedicated work culture focused on customers, continuous improvement, best practices, and data-driven decision-making. Defined user controls and administrative rights for staff in Sales, Marketing, Finance, Advertising, and Operations to support SOX compliance.

- Led a cross-functional team to optimize advertising campaigns and generate \$1.8B in revenue (2014) while simultaneously reaching the highest positive internal retention rate in the company.
- Spearheaded a task force that analyzed and streamlined key business processes and saved \$2M+ YoY.
- Successfully improved the quality rate from 91% to 99% while reducing error rates by restricting budgets and centralizing multiple high cost locations; saved costs and enabled the team to grow by 20%.

REGIONAL SALES OPERATIONS MANAGER/SENIOR ACCOUNT MANAGER

2001 TO 2007

Led strategic planning and vision to launch multiple revenue-generating, corporate branded websites, including Yahoo Music, Yahoo Answers, Yahoo 360, and Yahoo Video. Analyzed nationwide data, forecasts, industry trends, and audience insights to execute the media planning and internal marketing strategy. Recruited, developed, and motivated 17+ team members and managed a \$100M marketing budget. Delivered growth rates of 2X for unique users and global page views.

- Managed Fortune 500 client relationships with the largest telecom account (Cingular Wireless) and 2nd largest financial client (Visa). Increased the overall spend of both accounts by 120% within 2.5 years.

EDUCATION

(BA) Bachelor of Arts | Economics | Humboldt State University