Rich Evans

COO & Turnaround Executive | 25+ Years Scaling Operations & Building Cultures | Digital Transformation Leader

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LEADERSHIP PHILOSOPHY

"Lead with respect, ownership, and integrity. Build cultures that unlock potential, execute with rigor, and compound value."

EXECUTIVE SUMMARY

Enterprise-scale operator and change agent with 25+ years building and leading high-performance organizations across North America (Canada & US), Europe, the Middle East (Bahrain, UAE & Iraq), and Central Asia (Afghanistan). Consistently delivers sustainable growth, disciplined execution, and culture-first transformation. Expert in AI-enabled operating models, M&A, large-scale field and service operations, and end-to-end customer experience. Known for aligning strategy to measurable outcomes, scaling revenues with operational rigor, and leading organizations through funding and successful exits.

Value Levers: Strategy to execution | AI-native operating systems | Revenue growth and profitability | Turnarounds | Customer experience excellence | People, culture, and accountability | International expansion | Investor and Board partnership

CAREER HIGHLIGHTS

- Led company through successful acquisition as COO; contributed to Series B and B2 fundraising and exit readiness

- Reduced operating cost in support operations via AI automation and service redesign while improving SLAs

- Consistently decreased improved CX flows with a customer-first culture and closed-loop improvement system

- Built and led organizations of 500+ field personnel; managed $100M+ national retail relationships

- Turned around loss-making operations to profitability within the first quarter through disciplined P&L and ops rigor

- Expanded operations into the United States while sustaining quality, compliance, and margin discipline

CORE COMPETENCIES

Strategic Leadership: Enterprise strategy | OKR design | Operating cadence | Change leadership | Culture building

Growth & Financials: P&L ownership | Pricing and margin | Demand generation | Partnerships | M&A, diligence, and integration

Operational Excellence: AI and workflow automation | CX design | Field and service operations | KPI/OKR systems | Continuous improvement

People & Culture: Talent strategy | Leadership coaching | Org design | Performance management | International team leadership

Technology & Data: AI/ML implementation (LLMs, RAG, open-source) | SaaS portfolio optimization | Data-driven decisioning

EXECUTIVE EXPERIENCE

Chief Operating Officer | Cloud Metric Inc. | Jun 2024 – Present

Leading strategy and operations across three business units, building an AI-native operating model and customer-first culture.

- Strategy and Growth: Built and operationalized multi-year growth roadmap; aligned GTM, customer success, and delivery to shared KPIs

- AI at Scale: Implemented LLM- and RAG-powered support and service workflows; cut first response times by 80% and improved resolution quality

- Customer Outcomes: Reduced complaint volume by 75% through VOC program, defect reduction, and proactive account management

- Org Scaling: Grew organization by 40% with a clear operating cadence, talent bar-raising, and management systems

Chief Operating Officer | MaxSold | Nov 2021 – Jun 2024

Accountable for revenue generation, partnerships, and field operations; member of executive team through fundraising and exit.

- Growth and Profitability: Drove revenue while sustaining CX and KPI discipline across national operations

- Capital and Exit: Contributed to Series B and B2 funding; prepared organization and metrics for a successful acquisition

- Operating System: Simplified SaaS stack, improved process capability, and embedded ownership, integrity, and respect in culture

- US Expansion: Scaled into the United States while maintaining compliance and service excellence

Vice President, Field Operations (Canada) | Neptune Retail Solutions | Jan 2017 – Sep 2021

Led national field operations serving $100M+ retail relationships.

- Enterprise Scale: Directed 500+ in-store reps, 17 area managers, 3 market managers, and 6 administrative staff

- Fiscal Ownership: Full P&L for Canadian operations; exceeded compliance targets across clients and KPIs

- Cross-Functional Leadership: Partnered with sales, analytics, support, training, and HR to drive growth and execution

Earlier Roles | 1998 – 2017

Progressive leadership across the UK, Middle East (Bahrain, UAE, Iraq), Central Asia (Afghanistan), and North America (Canada & US) in Ecommerce, hospitality, and services.

- Held ascending roles including Regional Operations Manager, National Sales Leader, and Multi-Site General Manager across retail, hospitality, and services
- Led multi-site portfolios of up to 60+ locations with full P&L, labor, inventory, and compliance oversight
- Built and scaled frontline teams of 200+ with manager-of-managers leadership, training systems, and operational playbooks
- Consistently delivered double-digit revenue growth and margin expansion through pricing, mix, and service redesign
- Implemented KPI dashboards and cadence reviews to improve on-time, in-full delivery and customer satisfaction
- Partnered cross-functionally with sales, marketing, finance, HR, and technology to align strategy and execution
- Recognized for turnaround leadership in underperforming districts and for developing future leaders who advanced to senior roles

EDUCATION

BA, History | University of Derby

BOARD, INVESTOR, AND ADVISORY ENGAGEMENT

- Executive partner to founders, investors, and boards on strategy, OKRs, capital deployment, and exit readiness
- M&A diligence and integration leadership; KPI design, data rooms, and operating model definition

SELECTED TECHNOLOGY ENABLEMENT

- AI/ML: LLMs, RAG, open-source frameworks; service desk and CX automation

- SaaS: Portfolio rationalization and integration to streamline data flow and decisioning