

ERIC FLIEGEL

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GLOBAL SUPPORT & DIGITAL EMPLOYEE EXPERIENCE LEADER

Scaling enterprise support organizations into strategic differentiators

- **Creator of the RAFT+NUDGE Framework:** Proven methodology that reduced escalations by 80%+ while sustaining CSAT above 92% across global enterprises
- **Support as a Strategic Differentiator:** Transform support from a cost center into a trust-driven function that reduces friction, deflects demand, and enables higher-value outcomes
- **Global Leadership at Scale:** Led global support organizations of 250+ across 90+ countries, supporting both enterprise employees and external customers through growth, M&A, and transformation
- **Operational Discipline & Experience Design:** Driving clarity, accountability, and measurable outcomes through ITSM governance, automation, and modern Digital Employee Experience (DEX)
- **Experience-Driven Builder:** Built and operate a long-running digital platform (HitBound® Radio), leveraging technology, automation, and system design to drive scalable, cost-efficient, continuously improving experiences

CORE COMPETENCIES: Global Support Strategy & Architecture | CX/EX Strategy | AI & Automation in Support | DEX Transformation | ITSM / ITIL Governance | SLA & KPI Design | Escalation Reduction | Knowledge & Self-Service Strategy | M&A Integration | Organizational Change Leadership | Crisis & Incident Management | Executive Communication

PLATFORMS & TOOLS: ServiceNow | Salesforce Service Cloud | Zendesk | Freshdesk | Microsoft 365 | Google Workspace | ITSM & Knowledge Platforms | AI Support Tools & Chatbots

INDUSTRY EXPERIENCE: SaaS | Healthcare (Human & Animal) | Financial Services | Media & Communications | Consulting | Education

PROFESSIONAL EXPERIENCE

RAFT Advisory Services, Chicago, IL

Founder & Principal Advisor (Independent Executive Practice)

3/2024 – Present

Fractional executive advisory practice focused on strengthening global employee IT support and customer support organizations through operational discipline, escalation prevention, and trust-based service delivery.

Selected Engagements:

Enterprise Service Desk Audit & Gap Analysis (via Consulting Partner)

- Delivered an enterprise service desk audit and gap analysis for an outsourced IT support operation, assessing workflows, team capability, and client-specific service gaps
- Led a comprehensive evaluation of ticketing workflows, escalation paths, knowledge management, and stakeholder alignment, identifying root causes of service inconsistency and trust breakdowns
- Delivered actionable recommendations spanning process redesign, system optimization, communication standards (including RAFT+NUDGE), role clarity, and governance
- Produced a Service Desk Playbook and implementation roadmap to enable scalable service delivery and improve client confidence

Support Operating Model & Leadership Enablement (Healthcare SaaS)

- Led a rapid diagnostic and Phase I engagement, delivering a 40-page Support Operating Playbook, staffing and coverage model, and leadership alignment framework
- Established operating rhythms, escalation management practices, and role clarity, enabling the support team to operate more independently and effectively
- Advised senior leaders on support strategy, prioritization, and organizational design, accelerating decision-making and improving clarity without adding senior headcount

NOTIFIED, Chicago, IL (Apollo Management Group-backed)
Vice President, Global Services & Support

3/2021 – 3/2024

Global Support and Event Services Leadership Through Hyper-Growth

- Led global support and services for a \$250M virtual events SaaS business, partnering across a 1,350-person organization to support enterprise clients worldwide, enabling the delivery of 50,000+ enterprise events annually with improved reliability and client readiness
- Promoted within nine months to lead a 275+ person organization across Support, Enablement, Delivery, TAM, and Integration, improving consistency and scalability across high-volume enterprise delivery

Positioning Support as a Strategic Differentiator

- Redesigned support, onboarding, and implementation to increase transparency, predictability, and customer confidence, improving CSAT to 92%+ across enterprise clients
- Introduced proactive support and follow-through practices (RAFT+NUDGE), reducing escalations by 80%+ while strengthening accountability across teams
- Built cross-functional operating rhythms with Product, Engineering, and Sales to reduce delivery issues and escalations

M&A Integration & Organizational Redesign

- Integrated an acquired event-tech firm within 90 days, unifying systems, workflows, and performance standards
- Guided post-surge organizational redesign to align talent, structure, and scale needs while maintaining morale and service continuity
- Maintained team attrition below 3% during organizational downsizing, reinforcing team stability and preserving service continuity in a high-change environment

Operational Continuity & Exit Preparation

- Prepared the business unit for divestiture and executed a seamless leadership transition, ensuring uninterrupted client delivery and operational stability

IDEXX Laboratories, Eau Claire, WI

Director, Global Customer & Technical Support

6/2017 – 10/2020

Customer-Focused Technical Support at Scale

- Led global support for veterinary SaaS/PMS solutions across 8,000+ practices at a \$2.5B healthcare technology company, supporting clinical workflows, including patient records, scheduling, billing, diagnostics integration, and infrastructure
- Directed a 135+ person global organization across Tier 1, Tier 2, self-service, knowledge management, and training, supporting 25,000+ monthly tickets across a blended customer and technical support model

Operational Excellence & Platform Transformation

- Consolidated multiple CRM platforms into Salesforce Service Cloud, standardizing workflows, improving visibility, and strengthening case management across the organization
- Enabled double-digit business growth without adding headcount by optimizing processes, case routing, and automation
- Reduced escalations through improved workflows, knowledge management, and structured support practices, strengthening resolution quality and customer confidence

Culture, Retention & Workforce Stability

- Reduced attrition from 20% to under 2% by building a transparent, trust-based culture and improving employee experience across a distributed global team
- Led modernization of the Eau Claire, WI facility, including workspace redesign and employee-focused enhancements (sit/stand workstations, café, and fitness space), improving engagement, retention, and team experience

Global Integration & Cross-Functional Impact

- Integrated support operations for an acquired Ukrainian-based solution (SmartFlow), aligning global teams, processes, and service standards to ensure seamless customer support
- Partnered with Product and Engineering to establish structured feedback loops that improved product supportability, influenced feature design, and enhanced release quality

Global IT Support Leadership at Enterprise Scale

- Directed global IT employee support for 14,000+ employees across 90+ countries, delivering consistent, high-quality support across a complex global enterprise
- Established and led 24x7 global support operations, enabling seamless coverage for a highly mobile global workforce
- Built and scaled a global support organization of 100+ professionals, unifying four regional teams (Americas, EMEA, APAC, Japan) into a single global model with seamless handoffs and zero dropped tickets

Operational Transformation & Standardization

- Introduced a single global Help Desk phone number and web portal, standardizing access and improving the employee support experience worldwide
- Designed and implemented ITIL-based processes, establishing consistent workflows, governance, and performance metrics (CSAT, FCR) across all regions
- Implemented structured onboarding and device lifecycle (laptop refresh) processes, enabling 3,000+ new hires annually to be fully operational within their first two hours

Escalation Reduction & Experience Improvement

- Introduced proactive follow-through practices, reducing management escalations by 80%+ and significantly improving accountability and resolution effectiveness

Crisis Leadership, Executive Partnership & Investment Influence

- Led global response to high-impact incidents, coordinating cross-functional teams and providing clear, timely communication to executives and employees
- Partnered closely with the CIO and senior leadership, supporting crisis communications, executive offsites, and enterprise-wide technology initiatives
- Influenced and secured executive approval to scale device investment from \$1.9M to \$8.8M to support global workforce growth and standardization

Conference & Executive Support

- Led support delivery for Gartner's global customer conferences, providing employee, attendee, and executive technology support for high-visibility, large-scale events

ADDITIONAL EXPERIENCE

HitBound® Radio (Internet Radio Station | HitBoundRadio.com)

Founder & Program Director

2012 – Present

- Founded and operate a digital radio platform focused on new music discovery, debuting 3,300+ songs through a proprietary "HitBound Debut" programming model
- Developed and evolved the HitBound Radio concept over four decades (est. 1984), including ownership of the federally registered HitBound® trademark
- Designed a differentiated programming strategy centered on intentional early-stage repetition, enabling listeners to form affinity with new music while avoiding long-term fatigue from over-rotation
- Architect and manage end-to-end station operations, including programming logic, scheduling automation, content curation, and multi-platform distribution
- Leverage automation and emerging AI tools to program and maintain 168 hours of continuously refreshed content in under 4 hours per week, creating a highly efficient, scalable operating model independent of traditional broadcast infrastructure

EARLIER EXECUTIVE LEADERSHIP ROLES

Held senior technology and operations leadership roles across healthcare, financial services, education, and digital media, including CIO, COO, and VP-level positions

MERRILL LYNCH - Director, Global Infrastructure Services

- Unified 80+ support portals into a single global experience supporting 50,000 employees worldwide
- Authored the enterprise technology operations playbook, standardizing service delivery across the organization
- Led post-9/11 organizational restructuring, reducing headcount by 50% and operating costs by 67% while maintaining service continuity

CONSULTANT - IT Strategy & Service Management

- Advised enterprise clients on service transformation, support optimization, and ITIL-aligned operating models to improve responsiveness, transparency, and operational consistency

Other Leadership Roles

- eTour | Support Technologies | EduTrek / American InterContinental University | Emory Healthcare

EDUCATION

MBA, Computers & Information Systems and Marketing - Simon Business School, University of Rochester, Rochester, NY
BA, Computer Science and Economics - University of Rochester, Rochester, NY

FEATURED ARTICLE

Want to Serve Your Customers Better? Give 'Em a NUDGE:
RespondAndFollowThrough.com/nudge