

ERIC FLIEGEL

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GLOBAL SUPPORT LEADER & FRACTIONAL ADVISOR | CUSTOMER AND EMPLOYEE DIGITAL EXPERIENCE

Transforming support into a strategic differentiator

- Built and led global support teams of 250+ across the Americas, EMEA, and APAC, scaling delivery during periods of rapid growth and transformation
- Created and operationalized the RAFT (Respond And Follow Through) + NUDGE (Next Update Due for a Great Experience) methodology, reducing escalations by 80%+ while sustaining >92% CSAT across multiple organizations
- Modernized global support models, digital employee experience, automation, and self-service capabilities to drive responsiveness, clarity, and operational efficiency
- Strengthened executive and customer communication frameworks to elevate transparency, trust, and partnership outcomes

CORE COMPETENCIES: Global Technical Support Leadership | Customer & Employee Experience (CX/EX) | Service Desk Strategy | ITSM / ITIL Governance | Digital Workplace & Collaboration | SLA & KPI Design | Trust & Communication Frameworks | Proactive & Predictive Support Models | AI & Automation in Support | Knowledge & Self-Service Strategy | Crisis & Executive Communication | Organizational Change Leadership | M&A Integration & Post-Acquisition Support

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 (Self-Employed)

3/2024 – present

Fractional executive advisory and transformation services for employee IT support and customer technical support organizations, helping leaders improve responsiveness, reduce escalations, and build high-trust service cultures

Core Focus Areas

- Service desk assessments and gap analysis
- Support roadmap optimization and operating model design
- Executive communication and escalation-prevention frameworks
- Implementation of RAFT+NUUDGE methodology
- Digital support workflows, AI enablement, and knowledge strategy

Selected Engagements

- Completed an end-to-end service desk assessment and transformation plan for a Managed Services Provider, enhancing case handling consistency and leadership visibility
- Built onboarding and support operating plan for a SaaS startup, accelerating customer activation and readiness for scale

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, scaling operations for 1,350 employees and enterprise clients worldwide
- Promoted within nine months to lead a 275+ person organization across Support, Enablement, Delivery, TAM, and Integration, delivering 50K enterprise-grade virtual events annually with improved reliability and client readiness

Positioning Support as a Strategic Differentiator

- Redesigned support, onboarding, and implementation to increase transparency, predictability, and customer confidence, improving CSAT above 92 percent
- Introduced proactive and follow-through support practices that reduced escalations by more than 80 percent
- Built cross-functional operating rhythms with Product, Engineering, and Sales to strengthen delivery quality and accountability

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

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

Scaling SaaS Support for a Global Veterinary Customer Base

- Led support for veterinary SaaS/PMS solutions across 8,000+ practices at a \$2.5B healthcare technology company
- Managed 135+ professionals across the U.S. and Ukraine, delivering 24/7 technical support and consistently exceeding SLA and CSAT targets

Advancing Support Efficiency and Platform Readiness

- Consolidated multiple CRM platforms into Salesforce Service Cloud to standardize workflows and improve visibility
- Enabled double-digit growth without adding headcount by optimizing processes, case routing, and automation

Strengthening Culture, Retention, and Employee Experience

- Reduced attrition from 20% to under 2% by building a transparent, trust-based culture and modernizing the workplace experience

Improving Operational Consistency and Customer Confidence

- Strengthened onboarding, knowledge management, and documentation practices to support scale and accelerate new-hire proficiency
- Partnered with Product and Engineering teams to establish structured feedback loops that influenced feature design and improved release quality

GARTNER, Trumbull, CT

Vice President, Worldwide Technical Support

6/2008 – 5/2017

Global IT Support Leadership for 14,000 employees in 90 Countries

- Directed enterprise IT employee support across North America, LATAM, EMEA, and APAC
- Oversaw 24x7 BPO Help Desk, global follow-the-sun onsite support, Identity and Access Management, executive support, and internal IT communications

Consolidating and Unifying Global Support

- Consolidated four regional teams into a global function, standardizing service delivery and eliminating ticket loss
- Launched a global employee support portal and unified service number to deliver a consistent global experience

Scaling with ITIL, Automation, and Operational Excellence

- Optimized onboarding and hardware refresh processes to support 3,000+ hires annually with zero disruption

Proactive Support and Accountability Culture

- Introduced the Next Contact Due model, reducing executive escalations by over 80% through proactive follow-through
- Strengthened trust and accountability across regions, with clear, time-bound communication standards

Executive and Crisis Communications Leadership

- Led IT crisis communications and executive support during major incidents
- Championed global leadership programs and strategic planning initiatives

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 roles

MERRILL LYNCH – Director, Global Infrastructure Services

Unified 80 support portals serving 50,000 users, authored the enterprise technology operations playbook, and led a post-9/11 reorganization that reduced headcount by 50% and operating costs by 67%

CONSULTANT – IT Strategy & Service Management

Advised enterprise clients on service transformation, support optimization, and ITIL-aligned operating models that improved responsiveness and transparency

Other Leadership Roles

ETOUR, SUPPORT TECHNOLOGIES, EDUTREK / AIU, 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