



# Allison Steer

Operations Leader

## Contact Information

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## Professional Summary

Trusted and quality-driven Operations Leader with over 25 years of proven expertise supporting Fortune 500s, start-ups, and Government Consulting companies of various sizes. As the founder of Steer Operational Solutions, LLC, a Certified Women-Owned Small Business (WOSB), I have a track record of success in program and project management, strategic planning, sales and retention performance management, and process improvement. Known for being a trusted partner, I excel in delivering timely, profitable, and innovative sales and service solutions that effectively mitigate risk. My expertise lies in balancing company goals to achieve operational excellence, optimize resources, foster cross-functional collaboration, and create scalable solutions. With a background as an individual contributor and experience managing over 1000 people, I am most passionate about building meaningful, positive, lifelong customer relationships. Throughout my career, I consistently earned recognition for my commitment to excellence.

## Professional Experience

**Steer Operational Solutions, LLC**  
President/Founder

**December 2022-Present**  
Baltimore, MD

- ▶ Certified Women Owned Small Business (WOSB) by the U.S. Small Business Administration and WBENC.
- ▶ Delivered customer journey success strategies, go-to-market strategies, and sales support.
- ▶ Specialized operational support for Government Consulting and Commercial companies.
- ▶ Work with large and small Government Consulting companies to assess current needs, build pipelines, support capture work, and Program/Project Management.
- ▶ Services include program and project management, strategic and operational planning, sales and retention, performance management, and process improvement.

**Wellmobile Program**  
Advisory Board Member

**December 2022-Present**  
Baltimore, MD

- ▶ Nominated by Maryland's Governor for advisory services to improve healthcare accessibility.

**Transfr, Inc**  
Director of Operations

**November 2021-June 2022**  
Remote

- ▶ Restructured revenue targets, revamped headcount plan, and surpassed Q1 targets by \$2 million.
- ▶ Led Salesforce implementation and developed a Go-to-Market sales playbook, creating metrics and standards.
- ▶ Initiated a company-wide annual review process.

## **STRIDE (Formerly K12, Inc.)**

### **Chief of Staff / VP of Academic School Operations**

**2014-2021**

**Herndon, VA**

- ▶ Budget Management (\$20M+); successfully reduced budget to \$ 7+ million by reorganizing the business unit and aligning structure with business mission through organizational efficiency.
- ▶ Launched multiple new organizations showcasing strategic vision, risk management, and the establishment of effective structures, including a Head of School Advisory Board and Vendor / Partner Board Relations.

### **Vice President of Customer Care Training & Operations (2016-2018)**

- ▶ Renegotiated vendor contracts, optimizing cost-effectiveness and service quality.
- ▶ Led multiple technology implementations, enhancing customer delivery, service, and retention for overall organizational success. Implemented Salesforce for CHAT Technical Support and launched the online help site that was both public and internal facing.
- ▶ Implemented Five9 for telephony platforms, reducing repeat callers and transfers by over 15%.
- ▶ Served as a Board member on the first employee-focused group (ERG) fostering development and mentorship.

### **Senior Director of Enrollment Operations (2014-2016)**

- ▶ Launched an online enrollment 'chat' customer service organization, reducing enrollment approval time.
- ▶ Led the transition of a 'homegrown' customer enrollment portal to Salesforce, establishing an internal Program Management Office (PMO).
- ▶ Managed 1500+ employees, contractors, and vendors, aligning workforce strategies with revenue generation.

## **Additional Experience**

- ▶ **Alutiiq, Charlestown, WV | Lead Program (Contractor for U.S Department of State)** First female civilian to teach a 4-hour Iraq Immersion class and was the Lead Program Coordinator consulting for the Department of State.
- ▶ **SIRIUS XM, Washington DC | Director of Program Management and Vendor Management** Led Program and Vendor Management teams through full-cycle retention program management, including creation, execution, reporting, and optimization. Ensured Customer Satisfaction in a merger and implemented Call Center strategies, including bonus plans with audits/controls and a new offshore strategy.
- ▶ **VERIZON (MCI), Ashburn, VA | Director of Channel Management, Marketing & Customer Care** Established and oversaw Customer First Retention, managing People, budget, quality, and training. Created and managed Customer Care/Technical Support and Channel Marketing organizations. Executed key programs focusing on governance, stakeholder buy-in, strategic communications, and risk management for scalable success.

## **Education**

Bachelor of Science (BS), General Studies, Towson University, Towson, MD (1 Semester Completed)