

GUS MARTINEZ

Vice President Customer Support and Operations

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EXPERIENCE

Vice President Customer Support and Operations

ClickDimensions

- 05/2017 - 08/2024 Atlanta GA
- Transformed customer support operations by creating the Support Operations and Customer Impact branch, enhancing documentation and training, resulting in a 70% increase in ticket deflection and improved customer self-service.
- Implemented AI and chat support channels, reducing ticket resolution times by 20% year-over-year, increasing one-touch ticket resolutions by 50%, and boosting customer self-service usage by 80%.
- Streamlined communication and leadership infrastructure, reducing service incident impact by over 99%-from thousands of hours to under 5 hours per quarter.
- Enhanced KPIs and the SDLC using JIRA, Confluence, and Zendesk, providing critical reports and insights to the executive team.

Technical Support Manager

Nexidia

- 08/2016 - 05/2017 Nice, Atlanta GA
- Reduced open case volume by 66% in the first quarter by overseeing all inbound support teams.
- Increased customer satisfaction by 25% by establishing customer support procedures and onboarding documentation.
- Implemented Slack for internal communication, increasing team responsiveness and improving overall customer satisfaction.

Sr. Manager Global Support

Smarsh

- 06/2013 - 07/2016 Atlanta GA
- Led a global team of over 50 employees, consistently achieving 90%-95% Management by Objectives (MBO) results.
- Improved Net Promoter Score (NPS) from -16 to 42, significantly boosting customer loyalty and retention.
- Reduced escalation support volume by 85% over two years through new procedures and guidelines.
- Enhanced Time to Resolve SLA compliance from 75% to 89% in Tier I Support, increasing efficiency and customer satisfaction.

EDUCATION

Associate of Arts in Business Administration

Chattahoochee Technical College

- 08/2022 - 12/2026 Marietta, GA
- Expected Graduation: 2026
- Relevant Coursework: Organizational Leadership, Strategic Management, Business, Communication

Coursework toward Associate of Arts

Florida International University

- 01/1996 - 01/1998 Miami, FL
- Completed 60 credit hours
- Relevant Coursework: Software Development, Systems Analysis, Networking, Fundamentals

SUMMARY

Dynamic SaaS leader with over 25 years of experience driving customer operations excellence, including 11+ years in global SaaS leadership. Expert in transforming customer support through innovative solutions and building scalable processes that align with organizational goals for sustained success.

LANGUAGES

English Native
Spanish Fluent

SKILLS

Cross-Functional Leadership

Confluence Jira KPI SLA

Content Project Management

Customer Experience Dynamics

C-SAT Process Automation

SalesForce SDLC

Strategic Planning Systems Analysis

Team Leadership ZenDesk SaaS

AI / Automation

FIND ME ONLINE

LinkedIn
https://www.linkedin.com/in/gustabo-martinez/

Social Network
https://thegusmartinez.com/