

# David Sommers

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## EXECUTIVE SUMMARY

Technical Program & Customer Operations Leader with 20+ years of experience driving operational excellence, automation, and platform reliability across enterprise and SaaS ecosystems. Proven success leading cross-functional Agile programs, implementing Salesforce and ServiceNow at scale, and applying AI-driven insights to improve service delivery, uptime, and customer experience. Known for uniting engineering, operations, and product teams under a single reliability framework that balances innovation, scalability, and automation.

Drives measurable improvements in uptime, scalability, and customer experience through data-driven automation and intelligent service design.

## PROFESSIONAL HIGHLIGHTS

- Directed operational readiness and platform delivery across multiple Apple business units—including Sales, Retail SMB, Channel Contact Center, People (HR), Travel, Shipping, and Commute Services—implementing a unified small contact-center solution supporting 5K users and achieving \$8.8M in annual savings through optimization and automation.
- Supported AppleCare and Retail Contact Center technology platforms during global product launches, ensuring reliability and capacity readiness during pre-order surges exceeding 1M calls.
- Scaled customer support and enablement operations during \$23M → \$1B SaaS hypergrowth, sustaining 98.7% CSAT and achieving a 20% reduction in support calls by designing and implementing a Salesforce-powered Community Platform that enabled peer-to-peer issue resolution.

## EXPERIENCE

### Senior Manager, Program Operations – IS&T Customer Systems | Apple | Austin, TX | 2018–Present

- Lead NPI (New Product Introduction) planning, load testing, risk management, and reporting solutions supporting Apple's customer systems.
- Oversee platform reliability and event-readiness planning for AppleCare and Retail Contact Center operations during major global product launches, ensuring continuity during multi-million-call surges.
- Directed delivery of a small contact-center solution spanning multiple business units (Sales, Retail SMB, HR, Travel, Shipping, and Commute Services), achieving \$8.8M annual savings and supporting 5K users globally.
- Led automation initiatives within this platform, improving performance and reducing manual intervention by 40%.
- Partner cross-functionally with Engineering, TechOps, and Global Ops to provide risk visibility, service reporting, and load-test readiness for key operational milestones.
- Contribute to framework improvements that unify engineering and operations under a single reliability model supporting predictive capacity management.

### Manager, Client Services & Technology – IS&T | Apple | Culver City, CA | 2016–2018

- Led and personally executed A/V system installations, upgrades, and optimizations across executive listening rooms, collaboration spaces, and production environments for Apple Music, Beats, and Apple TV+, reducing failure rates by 75% through system simplification and removal of failure points.
- Oversaw implementation and on-site training for collaboration tools (Box, Jabber, Slack) across all remote studios, achieving 90% adoption through hands-on, instructor-led training sessions.
- Established an internal Learning Center that reduced IT tickets by 30% and improved the CSAT score across production teams.

### **Manager, Global Support | Magento / eBay Enterprise | Culver City, CA | 2014–2015**

- Transformed global enterprise support operations, improving SLA adherence and customer satisfaction across regional teams.
- Partnered with Product and Engineering to launch data-driven root-cause analysis frameworks, improving release quality and first-contact resolution.
- Led migration to Salesforce Service Cloud, enhancing ticket visibility, analytics, and knowledge base capabilities.

### **Director, Client Services & Support | Alteryx | Irvine, CA | 2010–2014**

- Built and scaled global support and enablement operations during a four-year hypergrowth period from \$23M → \$1B in revenue, maintaining 98.7% CSAT.
- Directed customer onboarding and transformation programs that reduced resolution time by 30%, cut support calls by 20%, and achieved a 93% customer retention rate through proactive insights and continuous engagement.
- Partnered with Product and Sales to optimize the post-sales lifecycle, enabling frictionless enterprise adoption and retention.
- Implemented Salesforce Service Cloud & Community Platform, fostering peer support and reducing ticket volume by 20% in the first year.

### **Manager, Support & Operations | SitesUSA | Tempe, AZ**

- Led the development, deployment, and support of REGIS, a commercial real-estate intelligence platform.
- Authored documentation and training programs that accelerated client onboarding and adoption.

### **Aviation Boatswain's Mate 4 | U.S. Navy | Virginia Beach, VA**

- Honorable service in aviation operations, safety, and logistics, supporting flight-deck readiness under high-pressure conditions.

## **CERTIFICATIONS**

- Generative AI for Leaders – Vanderbilt University (2024)
- Prompt Engineering for ChatGPT – Vanderbilt University (2024)
- Introduction to Large Language Models – Google Cloud (2024)
- Setting a Generative AI Strategy – Coursera (2024)
- Generative AI Essentials – University of Michigan (2024)

## **EDUCATION**

University of Advancing Technology – Tempe, AZ: Coursework toward B.A. in Multimedia Applications

## **CORE COMPETENCIES & TECHNICAL SKILLS**

- **Leadership & Strategy:** Program Governance, Change Management, Cross-Functional Leadership, KPIs & OKRs, Strategic Planning
- **Technical Operations:** Platform Reliability, Service Delivery, SaaS Scalability, Salesforce, ServiceNow, Incident Management
- **AI & Automation:** Workflow Automation, Predictive Analytics, Data Storytelling, Operational Dashboards, Machine Learning Enablement
- **Program & Project Management:** Agile (Scrum/Kanban), Portfolio Management, Risk Mitigation, Process Optimization
- **Customer Operations:** CX Transformation, Support Enablement, Contact Center Optimization, Continuous Improvement