



MARC MENDELSON

Business Strategy, Transformation & Customer Experience Executive

PROFILE

In the course of Marc's professional career he has come to understand that every interaction a customer has with a business is an opportunity to build or erode trust. Over the past twenty years Marc's work has focused on helping businesses build better relationships with their customers by engineering experiences that instill trust.

It is his belief that for companies to best serve their customers, they must bring together all aspects of their business to focus on the end-to-end business experience — including the incorporation of mobile, social, analytics and cloud technologies.

Marc has worked with clients across a wide range of industries — including Hospitality, Media & Entertainment, Healthcare, Life Sciences, Telecommunications, Power & Utilities, Manufacturing, Staffing, and Airlines.

He's helped companies undergoing major organizational transformations, concentrating on corporate strategy, customer experience, customer-centric performance improvements, change management, and efficiency enhancements.

Throughout his career he has been accountable to identify new logos and expand the offerings to existing clients.

Marc is seeking a leadership role focused on improving the customer experience and building trusting relationships between an organization and the customers it serves.

FOCUS AREAS

- Customer Experience
- Customer Strategy
- Voice of the Customer
- Customer Journey Mapping
- Customer Relationship Management
- Project Management
- Change Management
- Stakeholder Management
- Diversity & Inclusion
- Innovation
- Business Strategy
- Design Thinking
- Current-State Assessment
- Future-State Design
- Risk Management



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PROFESSIONAL EXPERIENCE

KPMG LLP | New York, NY (2018–20)

\$29.8B multinational professional services network and Big Four accounting organization.

Director, Transformation Delivery Services Advisory Practice

Manage full life-cycle of client engagements to develop transformational initiatives that drive revenues, cut costs, build efficiencies, and optimize the customer experience. Staff: up to 80 internal/external resources.

- **Business Process Optimization:** Brought operational rigor, accuracy, and efficiency to time-sensitive deployment of \$140M in Paycheck Protection Program (PPP) loans. (Top-5 retail bank).
 - Directed and mentored project team ranked in top 3 out of 20+ teams for quality and efficiency, consistently meeting and frequently exceeding project goals
 - Interpreted complex and ambiguous workflows and government regulations and simplified data capture across systems. Developed and facilitated training for consultants and loan officers to transfer knowledge
 - Streamlined/scaled workflows and created accountability matrix for processing 1,000+ loans per day
- **M&A Integration:** Directed nationwide socially distanced audit of multi-million-dollar equipment inventory to ensure proper company valuation. Introduced virtual audit process to monitor audit of third-party vendor's warehoused physical assets. Completed audit with largest inventory and shortest timeline ahead of schedule. (Fortune 500 telecom company)
- **Technology Modernization:** Led analysis and created business case to support technology transformation of statewide Medicaid and child welfare programs. Directed RFP process leading to award of a \$120M IT consulting, QA, and program management contract. (Federal government agency)
- **Innovation:** Partnered with KPMG innovation team to facilitate Design Thinking labs across audit work teams to improve processes and remain competitive in marketplace. Introduced cross-function/industry automation, organization redesign, improved workflows, and new KPIs.

MENDELSON ENTERPRISES, LLC | New York, NY (2016–18)

Boutique advisory firm specializing in engagements in the entertainment industry.

Managing Partner/CEO

Supported movie studios/independent film producers on production/administrative aspects of film making. Clients included a premiere film and television production company and a feature film that was considered for Cannes Film Festival.



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- **Operational Strategy:** Advised on production strategy, including funding and distribution; liaised with investors and producers. During development stage, served as Executive Producer and managed hiring, union and non-union employee oversight, location scouting, content writing and editing, budgeting, and compliance.

TELETECH | Englewood, CO (2015–16)

\$1.6B customer experience company.

Principal, Customer Experience

Recruited by previous supervisor at Genpact and only employee from that organization to be asked to join TeleTech. Charged with launching new global consulting practice during period of unprecedented growth. Staff: up to 18

- **Growth Strategy:** Fueled 3x sales opportunity by leading integration of 5 acquisitions. Harmonized capabilities and processes, optimizing value proposition and positioning company consulting practice across existing global markets and into emerging markets in Central and South America.

GENPACT | New York, NY (2014–15)

\$3.5B professional services firm and business process outsourcer spun-off from GE in 2005.

Assistant Vice President, Customer Experience

Partnered with clients across 9 verticals to optimize business processes and improve bottom line while increasing customer satisfaction. Managed engagements ranging from \$5M to \$100M+. Staff: up to 10

- **Brand Sentiment:** Leveraged multi-channel optimization strategies and technologies to create stronger value propositions for clients, drive loyalty, and improve brand footprint.

EY | New York, NY (2010–14)

\$36.4B Big Four multinational professional services firm.

Senior Manager, Advisory Performance Improvement Practice

Led global customer experience, performance optimization, change management, and cost containment initiatives across multiple industries, including financial services, healthcare, energy, and utilities. Staff: up to 50 EY/client resources.

- **Digital Channel Strategy:** Trimmed cost-to-serve while improving customer satisfaction by converging multiple operating company methodologies and technologies for web, mobile, email, text messaging, IVR, outbound dialer, and social media channels. (Leading regional utilities company)



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- **Customer Experience Roadmap:** Created assessment tool to model impact of initiatives on customer satisfaction, performance indicators, cost, risk, and strategic fit based on industry and cross-industry best practices and VOC/VOE research. Aligned organization and governance practices with key performance indicator measured by J.D. Power and American Customer Satisfaction Index. (Fortune 500 energy company)
- **Customer Journey Mapping:** Pivoted customer strategy from inside-out to outside-in approach to identify pain-points from customer perspective. Developed multi-year roadmap and customized customer experience calculator to assess impact of 30+ current projects on customer experience. (Major health insurance provider)
- **System Implementation:** Executed on-time delivery of quote-to-order system; synthesized/prioritized business requirements, translated to development team, and achieved buy-in from stakeholders. (Leading payroll provider)

PRICEWATERHOUSECOOPERS | New York, NY (2007–09)

\$42.4B Big Four multinational professional services firm.

Manager, Operations, People & Change Practice

Led corporate transformation engagements specializing in entertainment, media, and hospitality clients. Staff: up to 25

- **Global Expansion Assessment:** Authored feasibility analysis and research guide to support client's expansion of customer contact centers to service Chinese market. Assessed China's political, regulatory, and economic landscape, human resources, environment, health, and infrastructure considerations. (global hotel chain)
- **Call Center Optimization:** Assessed operations and gaps; identified 6 pillars of customer satisfaction. Built roadmap, including communication plan, processes, and activity analysis. (global hotel chain)
- **Culture Change:** Transformed, standardized, and centralized client's future state order and demand management policies and practices, introducing a customer-centric culture. (World's largest staffing firm)
- **Advertising & Distribution Model Analysis:** Analyzed and developed point-of-view for a new television network advertising model, the digital distribution of major studio film releases to local theaters, and cost reduction and revenue growth opportunities. (Major Spanish language television network)



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CAPGEMINI | New York, NY (2000–07)

€14B multinational professional services firm.

Manager — Worked with President of Operator services to manage large-scale BPO and technology engagements. Staff: up to 30

Prism Communication | New York, NY (1999–2000)

\$1B investment into a national CLEC. (Competitive Local Exchange Carrier)

Project Manager — Developed new business processes for a \$1B start-up company at the advent of the CLEC

Verizon | New York, NY (1996–99)

Verizon Communications, Inc. is a holding company, which engages in the provision of communications, information, and entertainment products and services to consumers, businesses, and governmental agencies.

Manager, Process and Improvement Manager, General Business Services — Identified opportunities for process improvement. Benchmarked performance, developed business case and budget for the redesign of 29 poor performing call centers. Led interdepartmental team to set priorities and implement a radically new organizational structure.

NetMedia/Jerusalem One | Jerusalem, Israel (1995–96)

Start-up Internet provider in Israel.

Managing Director of Sales/Marketing, Subscriber Services and Technical Support — Assessed marketplace, identified media approach, and led team responsible for new product development.

Yeshiva University | New York, NY (1988–95)

Yeshiva University is a private research university with four campuses in New York City.

Director of Admissions | New York, NY — Administered operations of admissions and recruitment functions. Increased student enrollment by 20% over three years. Represented the university for recruitment functions in the United States, Canada, Europe and Israel.

Director of Israel Operations | Jerusalem, Israel — Oversaw Yeshiva University's foreign student program in Israel with 26 affiliated institutions and served as liaison between university and government agencies.



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COMMUNITY INVOLVEMENT

NYC Emergency Management | New York, NY (2020–Present)

NYC CERT members participate in community preparedness and support first responders during disaster response activities

Member of CERT Division 2, District 7 — Activities CERT Members provide assistance

- Support New York Police and Fire Department personnel during planned and unplanned events
 - Traffic and crowd control
 - Missing person searches
 - Staffing assistance centers, food and supply distribution for New Yorkers affected by emergencies.

Hatzolah | New York, NY (1991–93)

A volunteer emergency medical service (EMS) organization

Member of the Upper West Side Division of Hatzolah

- Certified Emergency Medical Technician (EMT) — responded to medical and trauma emergencies. Responsible to stabilize the patient and transport to the hospital.

The White House | Washington, D.C. (1997–2001)

Advance Team, Member

- Worked along with the United States Secret Service to prepare and secure sites in advance of a visit by Vice President Al Gore and First Lady Hillary Clinton to New York City
- Upon their arrival in New York City — briefed the Vice President and First Lady on their planned itinerary during their visit and provided support at the venues

Community School Board School, District 6 | New York, NY (1989–91)

Elementary and junior high school for upper Manhattan

Board Member and Treasurer — Community School Board

- Responsible for planning, goal setting and policymaking for a school district's 26,000 students. Accountable for the distribution and allocation of \$90M in funds



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EDUCATION

Bachelor's degree, Political Science, Yeshiva University, 1989

TECHNOLOGY SKILLS

- Proficient in SDLC & Agile Methodologies
- Clarizen
- Confluence, JIRA
- Microsoft Software Suite (e.g. Word, Excel, PowerPoint, Project, Visio, OneNote, Outlook, Share-Point)