

# CHRIS CRINER

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## PROFESSIONAL SUMMARY

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Results-driven Director of Operations and technology leader with 25+ years of experience scaling contact-center and IT organizations, reducing costs through process automation, and delivering measurable business outcomes. Proven record growing teams from 80 to over 1,000 employees, generating \$4.8 million in new revenue through contract negotiations, and achieving six-figure expense reductions. Deep expertise in Salesforce administration and migrations, Revenue Cycle Management (RCM), EDI/ERA processes, and HIPAA/PCI compliance. Skilled at leading cross-functional teams through complex system migrations and organizational change. Recently completed independent professional work and extensive international travel across Europe.

## CORE COMPETENCIES

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**Operations & Leadership:** Contact Center Operations, Workforce Scaling, Process Improvement, SLA Negotiation, RCM, EDI/ERA

**CRM & Platforms:** Salesforce (Admin & Migration), Zendesk, ServiceNow, Workday, Blackbaud, SharePoint

**Analytics & Automation:** SQL, SSRS, Crystal Reports, Tableau, Power BI, Power Automate, Python

**Infrastructure & Cloud:** Windows Server, Linux, VMware, Hyper-V, AWS, Microsoft Azure, Google Cloud Platform

**Compliance & Contact Center Tech:** HIPAA PHI/PII, PCI, Five9, Genesys, TalkDesk, Vonage, ACD Platforms

## PROFESSIONAL EXPERIENCE

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### Independent Consultant / Self-Employed

March 2024 – Present

- Operated independently while pursuing professional development and extensive international travel.
- Backpacked through 12 countries across Europe and lived in the Netherlands for six months, strengthening cross-cultural communication, adaptability, and a global operating perspective.

### Sr. Manager of Systems and Processes

Therapy Brands | January 2022 – March 2024

- Served as Subject Matter Expert (SME) for Zendesk, supporting internal Call Center staff and external clients to ensure smooth operations and high efficiency.
- Designed and deployed Electronic Data Interchange (EDI) and Electronic Remittance Advice (ERA) enrollment processes that streamlined billing and payment operations.
- Developed and implemented Revenue Cycle Management (RCM) processes that optimized revenue streams and financial tracking.
- Enhanced customer service efficiency by overseeing the Automatic Call Distributor (ACD) platform.
- Developed software to migrate Zendesk to Salesforce, ensuring a smooth transition and reducing operational redundancies.
- Acted as Salesforce Administrator responsible for configuration, customization, and integration.
- Built a sentiment analysis solution using OpenAI's davinci-003 language model to improve customer feedback processing and service quality.
- Supported a 300-person organization while maintaining full compliance with HIPAA PHI and PII regulations.

### Director of Operations & Business Development

ITM Marketing | October 2014 – May 2021

*(Promoted from Director of Information Technology / Interim Director of Operations)*

- Controlled all contact-center operations including interviewing, hiring, and scheduling for both on-site and remote workforces.
- Secured a contract that expanded the workforce from 80 to over 1,000 employees and successfully transitioned the organization to a fully remote environment within 30 days.
- Generated \$4.8 million in revenue through strategic contract negotiations.
- Fostered relationships with military officials that resulted in numerous new contracts.
- Negotiated Service-Level Agreements (SLAs) and ensured maintenance compliance across all facilities.
- As Director of IT: Oversaw developers and technicians, led recruiting, directed Salesforce implementation (3 developers + 2 technicians), and cut expenses by \$100,000 via process improvements.

## **Business & Data Systems Analyst / Software Developer**

Enactus (formerly SIFE) | October 2006 – July 2014

- Initiated Salesforce implementation by migrating data from Blackbaud, achieving a \$200,000 decrease in expenses.
- Developed the company intranet for ease of access and international usage across 38 countries.
- Provided IT support to international team members in 38 countries.

## **Statistics / Reporting Analyst**

MCI | May 1999 – June 2006

- Generated reports in Excel, Access, and Crystal Reports to monitor sales effectiveness for a 500-seat call center.
- Developed in-center databases and websites while resolving computer and networking issues.

## **EDUCATION**

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High School Diploma

## **PROFESSIONAL DEVELOPMENT**

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- Microsoft Office SharePoint Services coursework (CED Solutions) – completed training toward MCTS certification
- CompTIA Network+, Security+, Linux+ and MCSE coursework (New Horizons Learning Center) – completed training (exams not taken)

## **LICENSES & CERTIFICATIONS**

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Payment Card Industry (PCI) Compliance — ITM Marketing