

Matthew Caron

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CUSTOMER EXPERIENCE & OPERATIONS EXECUTIVE

VP of Support, Success & CX Strategy | Post-Sale Transformation | Enterprise Service Leadership

Accomplished customer operations executive with over 15 years of experience leading large-scale support, onboarding, and success organizations across SaaS and service sectors. Known for driving retention, reducing costs, and building high-performing service delivery models that scale. Proven ability to lead enterprise CX transformations, coach strong leaders, and create measurable outcomes in CSAT, churn reduction, and operational efficiency. I bring deep experience managing global teams, cross-functional initiatives, and multimillion-dollar budgets.

CORE STRENGTHS:

- Customer Retention Strategy | Service Design & CX Innovation
 - VP-Level Leadership | Coaching & Culture Turnaround
 - Support, Success, Onboarding Operations | Global Team Scale
 - Workflow Optimization | Automation | Cost Containment
 - P&L Ownership | Cross-Functional Alignment | Data-Driven Ops
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PROFESSIONAL EXPERIENCE

TOWNSQUARE INTERACTIVE

Head of Operations, Strategic Ops & Service Delivery

2024 – 2025 | Charlotte, NC

Promoted from Vice President, Product Development Operations (2023 – 2024)

Oversaw operational strategy, workforce planning, and customer delivery for a national service organization. Led multi-functional execution across support, onboarding, and product delivery teams to improve customer outcomes and internal efficiency.

- Eliminated **\$2.4M annually** operational costs while increasing production volume by **109%**.
- Reduced backlog volume by **83%**, accelerating average account activation by 23 days.
- Delivered quarter-over-quarter improvement while operating **5%** under budget.
- Piloted structured coaching and accountability model adopted org-wide.

Vice President, Product Development Operations

Directed production operations with a focus on process automation, cross-functional workflow efficiency, and strategic execution in support of scalable growth.

- Reduced production backlog by **295%** via automation and process redesign.
- Drove **15%** increase in throughput, saving **\$300K+** in labor.
- Improved pipeline quality by nearly **40%** through structured process enhancement.

OPENTABLE

Vice President, Customer Experience & Onboarding

2017 – 2024 | Denver, CO

Promoted from Head of Customer Support (2019 – 2021)

Led global post-sale functions spanning Support, Success, and Onboarding. Responsible for retention strategy, customer health metrics, and operational transformation in B2B SaaS and hospitality verticals.

- Improved CSAT by **34%** and reduced average wait time by **92%**.
- Cut operational costs by over **\$6M** annually through system optimization.
- Increased onboarding efficiency and achieved **121%** of the goal for new customer activations.
- Boosted premium client revenue by **36.42%**, adding **\$365K+** in one year.
- Reduced outstanding cash **10%** YoY for two years, positively impacting **\$9.85M** in revenue.
- Recognized with the 2023 CX Community Influencer Award by Level AI.

Head of Customer Support

Promoted from Director, Customer Support - North America (2017 – 2019)

Directed support strategy, staffing, and escalation management during periods of growth and system change.

- Built foundational leadership layer for 150+ team members.
- Integrated support operations with product, sales, and marketing to reduce friction and increase resolution speed.
- Helped OpenTable earn Top Workplace recognition (2020).

AT&T

Associate Director, Field Communications

2016 – 2017 | Denver, CO

Managed internal communications strategy across 35,000+ employees. Consolidated eight platforms into one unified portal, increasing clarity and message adoption.

- Selected for AT&T's **Top 1%** Management Development Program.
- Boosted weekly comms engagement by **18%** with executive-aligned messaging.

DIRECTV

Senior Manager, Sales & Service Process Improvement

2015 – 2016 | Denver, CO

Led alignment between retention, support, and resolution teams. Spearheaded over 900 process improvements in one year.

- Reduced inbound voice volume by **40%** through automation and root cause fixes.
- Improved NPS and employee satisfaction during organizational change.

APAC Customer Service

Site Director

2009 – 2015 | Tampa, FL

Led a multi-client site with **500+ staff** members supporting brands like Verizon Wireless and Scholastic. Managed full **\$14M P&L** and led financial and performance turnaround.

- Elevated EBITDA from **-3% to +7%** through workforce and engagement redesign.
 - Founded Performance Management Office using behavioral science methodology.
 - Designed a coaching framework that was adopted across regions.
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ADVISORY EXPERIENCE

Frame AI | Advisor | 2023 – 2024

Aimable | Advisor | 2023 – Present

Cal State University East Bay | CX Advisory Board | 2020 – 2022.

EDUCATION

University of Florida | B.A., History | 2006

San Francisco State University | Customer Experience Certification | 2020

LEADERSHIP RECOGNITION

- **CX Community Influencer Award** (2023 – Level AI) - Recognized for thought leadership and impact in enterprise CX transformation.
- **Executive Leaders Impact Award** (2018 – OpenTable) - Honored for cross-functional leadership driving \$9.85M revenue impact.
- **AT&T Top 1% Management Development Program** Selected for accelerated executive track based on performance and influence.
- **\$10M+ in recurring cost savings delivered** via workflow optimization, retention strategy, and global CX restructuring.
- Led post-sale transformation for **600+ person** org spanning support, success, and onboarding.