

# NICK SEGERSTROM

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[LinkedIn Profile](#)

## Client Services Operations Leader

Customer Advocate | Influential Change Leader | Retention + Loyalty | Program Management

### Leadership Profile

Solutions-driven and execution-oriented client operations leader with more than 12 years of experience in developing and executing strategic plans, managing operations, creating business enablement, and providing high-quality customer outcomes. Versatile and adaptable utility player in both B2C and B2B customer markets, proving value across multiple industries, including cybersecurity, telco, engineering, and fitness.

Recognized for identifying both risk and opportunity, synthesizing data and insights, and influencing change through analytical storytelling. Resourceful problem-solver, adept at collaborating to deliver creative solutions to complex customer and product challenges, resulting in opportunities that drive incremental revenue, product adoption, and customer retention.

### Demonstrated Strengths + Valued Expertise

- C-level Communication + Business Acumen
- Analytical + Data-Driven
- Business Process Improvement
- Business + Systems Analyst
- Cross-Functional Collaboration
- Training, Coaching + Development
- Team Building + Team Leadership
- Operational Discipline + Continuous Improvement
- Program + Project Management
- Agile Leader/Professional
- Lean Six Sigma
- Market + Competitive Analysis
- B2B and B2C Client Experience
- Risk + Crisis Management
- Client + Stakeholder Relationship Management
- Languages: English, Malay, Bahasa Indonesia, Mandarin

### Testimonials

*"[Nick's] **data-driven approach** to strategic problem solving was refreshing ... his ability to **lead by example** and **mentor his team** is evident in their high praise; Nick is often looked to as a **subject matter expert for cross-functional projects aimed at increasing operational efficiency**." —Brian A. Fegley, VP, CX*

*"Nick has **received numerous call outs from our customers for his responsiveness and the quality of his work** ... Always with a **positive and happy to help out attitude**." —Trish Rose, Manager, CX*

*"Nick is a **true leader that understands long term growth and consistency**." —Jay Jorgensen, Key Account Manager*

*"Nick has a great ability to **understand people he works with to help get to the root of the issue**. Further, Nick then **strategizes on how to overcome the current objection or challenge**." —Ed McLaughlin, Account Executive*

### Professional Experience

**CYBERGRX, INC.** - Denver, CO

2/2019 – 12/2020

Founded in 2015, this third-party cybersecurity risk assessment software company has raised \$200M, grown to over 125 employees, and attracted 50% of all Fortune 500 companies.

#### Product Delivery Manager

Hired as a contractor in Q1 2019 and quickly earned a full-time role responsible for product assessing, analyzing, and providing insights to the executive team about expansion and market capture opportunity in Australia. Rapidly promoted again to lead a group of 20 tasked with product operations processing, auditing, and assessing GRC, while providing performance insights and delivering an executive dashboard for business performance visibility.

- Restructured product lifecycle and created Visio/Lucidchart workflows, resulting in **product delivery time reduction from 43 to 35 days** for tier 2 clients and **149 to 99 days** for tier 1 clients.
- Directed migration from Salesforce to Zendesk, ensuring **0% data loss** and **0% customer downtime**, updating SOPs while streamlining internal systems and processes to enhance efficiency and reduce time-to-resolution for clients.
- Identified gaps, risks, and weaknesses within back-end systems, developed solutions using Agile Methodology while using Jira for progress tracking, ultimately **reducing errors and defects by 50%**.
- Served as **Subject Matter Expert** for Sales and CX teams for demos, onboardings, and adoptions to the new or prospective clients, resulting in key logo wins like Blackstone, Colgate-Palmolive, HP, and Tesla.
- Managed a team of 5 renewal specialists, owning renewal strategy, process, and QC, which **increased data integrity by 20%**

**TEAM BEACHBODY, LLC** - Los Angeles, CA

8/2008 – 12/2018

Founded in 1998, Beachbody is a fitness company that uses direct response infomercials, multi-level marketing, e-commerce, and individual sales consultants to sell home-exercise videos, equipment, and dietary supplements.

**Operations Manager + Independent Operator**

- Developed strategic plan to launch the business, executing a 90-day marketing blitz program, driving **20% weekly gross revenue**, building the organization from 0 - 3K clients, and **growing sales 71% YoY for three years** via a comprehensive social media promotional campaign and pipeline analysis.
- **Increased new customer retention by 30%** by conducting customer data segmentation and demographic analysis.
- **Drove 33% recruitment improvement** by delivering keynotes at local and national events, along with repeatable training programs, including creating a customer success + operations playbook.
- Mentored a high-achieving sales team of 20 with direct reports **generating \$2M in annual sales**.
- **Increased product sales by 250%** by working cross-functionally with C-level executives to recommend improvements in business operations, marketing, and sales practices.
- Awarded Elite Coach for three years, representing the **top 0.1% performers in the company**.

**MOBILENET SERVICES, INC.** - Irvine, CA

1/2010 – 5/2011

Cellular network design for public safety, business coverage and capacity.

**RF Engineer**

- Hired to lead a team of 10 engineers responsible for updating clients' 4G LTE telecommunication software, servicing 8-15 cell towers per day, troubleshooting, and resolving errors.
- **Led team in delivering \$20M in project proposals**, planning, managing, completing RF client projects, and developing solutions based on customer requirements.
- **Reduced labor hours by 38%** by revising and distilling complex protocols into simple, efficient action plans under the new SOPs and manuals.

**SOLTERAS, INC.** - City of Industry, CA

4/2008 – 3/2009

Acoustic Engineering services company founded in 1998; manufactured mobile headset and Bluetooth speakers for consumers; closed in 2010.

**Associate Engineer**

- Analyzed operations to identify inefficiencies and develop solutions, including collaborating with business analytics and project management teams to determine negative operation expenditures, **resulting in a 30% reduction of defects**.
- **Increased quality testing speed by 400%** through designing and building Automated Test Equipment (ATE).
- **Improved test efficiency 50%** with new protocols and procedure manuals to efficiently delegate tasks.

**Technical Proficiencies**

- **Languages** : HTML, CSS, ActionScript, Java, Assembly, G, C, C++, SQL, MATLAB, Python
- **Applications**: MS Office, Google Suite, Visio, Salesforce, Smartsheet, Zendesk, Lucidchart, Tableau, Keynote, Adobe Suite, Slack, Webex, Zoom, GoToMeeting, WordPress, Jira, Confluence
- **CAD Tools** : SPICE, AutoCAD, Cadence, ePD, Eagle, IRSIM, PowerView, SolidWorks, Xilinx FPGA, LabView, Verilog

**Licenses & Certifications**

- **Agile Leader/Professional Certification**, Six Sigma Global Institution
- **Lean Six Sigma Green Belt Certification** (*pending*), Six Sigma Global Institution
- **Scrum Master: Certificate of Completion**, LinkedIn Learning - PMI Partner

**Education****UNIVERSITY OF SOUTHERN CALIFORNIA, Viterbi School of Engineering**, Los Angeles, CA

*Bachelor of Science - Electrical Engineering (Integrated Circuits)*

- Malaysian Government Undergraduate Merit-Based Scholarship (Awarded to top 1% of students in Malaysia)
- Programming Chairman, International Student Assembly
- USC Office of International Services Leadership Award