



KRISTINE MILEY

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PROFESSIONAL SUMMARY

Accomplished Director of CX and Product with a proven track record of optimizing customer experiences and driving product innovation in fast-paced, high-growth environments. Expert in using data-driven insights to craft customer-centric strategies, implement seamless workflows, and scale operations across digital and community channels. Adept at leading cross-functional teams to execute complex product launches, enhance customer satisfaction, and create scalable systems that boost efficiency and reduce costs.

WORK HISTORY

New Reach Education - *Director of CX and Product*

Phoenix, AZ

05/2025 - Current

- Oversee end-to-end customer experience and product development for a high-growth EdTech company, focused on enhancing financial literacy through digital transformation and innovative community engagement.
- Lead the rollout of Discord and Delphi AI, improving digital engagement, enabling self-service support, and scaling community interaction to support a growing membership base.
- Map and optimize the customer lifecycle, leveraging data and feedback loops to improve onboarding, retention, and lifetime value, while ensuring seamless cross-functional collaboration.
- Leverage data-driven insights and real-time surveys to continuously evaluate customer satisfaction, improving CX strategy and enabling proactive decision-making to enhance overall user experience.
- Spearhead the creation and launch of a unique program focused on creative finance, crafting the curriculum and strategy to meet the needs of our community.
- Champion the optimization of the one-on-one coaching program to improve program efficiency, participant engagement, and overall satisfaction.

Nominal - *Director of Operations*

Phoenix, AZ

06/2024 - 04/2025

- Led end-to-end operations for a high-growth consumer goods company, overseeing Customer Experience, Marketing, Supply Chain, Product, and Fulfillment. Focused on delivering operational excellence, cross-functional alignment, and tech-enabled scalability.
- Built a fully integrated product launch execution system using Asana, transforming a 30-step process into a cross-departmental workflow. Resulted in clearer ownership, reduced project friction, and accelerated time-to-market.
- Developed and deployed automated systems for defect tracking and 3PL communication, saving countless hours of manual effort and improving issue resolution speed through real-time visibility and alerts.
- Established a global sourcing network of 10+ vetted product and packaging vendors across China, Turkey, and other regions to ensure supply chain resilience, cost control, and continuity during disruptions.
- Created a customer-led innovation pipeline, crowdsourcing product ideas and social content through self-serve tools, contests, and automated tracking —enhancing brand engagement while reducing creative overhead.

Serta Simmons Bedding - *Program Manager*

SKILLS

- Project Management
- Process Improvements
- Data Analysis & Performance Tracking
- Operational Efficiency & Scaling
- Relationship Building & Stakeholder Management
- Strategic Planning & Execution
- Employee Development & Team Leadership
- Innovation & Digital Transformation
- Customer-Centric Strategy
- Workflow Automation & Process Scaling

CERTIFICATIONS

- Certified ScrumMaster® (CSM®) – Scrum Alliance
- White Belt – Six Sigma Methodology – Global Six Sigma USA
- Asana Ambassador – Asana
- Contentsquare Certified – Contentsquare

TOOLS & TECH

- Asana (Ambassador)
- Zapier
- SQL (Intermediate)
- Looker
- Metabase
- Microsoft Excel (Advanced)
- Salesforce
- Shopify
- Amazon Vendor Central
- Microsoft Dynamics NAV
- Google Suite
- Jotform
- Slack Workflows
- HelpScout

VOLUNTEER WORK

- Co-Chair, Patient Advisory Council – Mayo Clinic: Lead continuous improvement projects to enhance the patient experience.
- Junior League of Phoenix – Member Training Committee: Support member development through training initiatives and community engagement.

Phoenix, AZ
06/2022 - 06/2024

- Acted as chief program owner reporting to the VP of Customer Experience, leading cross-functional initiatives across Sales, CX, IT, Legal, and Product to drive revenue growth, operational efficiency, and customer-centric innovation.
- Developed and launched the Inside Sales Program, including the Guided Sales Team, Trade Sales Team, and Friends & Family Program—driving \$2M+ in first-year revenue and improving conversion across key customer segments.
- Built and automated the Friends & Family referral engine, integrating systems for discount tracking, commission payouts, and financial reconciliation, which boosted participation and streamlined internal workflows.
- Created a self-service inventory liquidation system for employees to purchase sunsetting products—reducing waste costs, improving inventory turnover, and automating fulfillment through integrated POs and updates.
- Led the design and implementation of a new Contact Us experience and IVR routing system, which intelligently triaged customer inquiries, provided instant responses, and reduced resolution times across channels.

Tuft & Needle - Supply Chain & Vendor Operations Manager

05/2021 - 06/2022

- Led national supply chain and vendor operations across nine manufacturing facilities and multiple 3PL partners, ensuring fulfillment performance, production visibility, and inventory alignment for a leading direct-to-consumer brand.
- Built scalable real-time visibility tools for both internal teams and vendors, enabling proactive issue resolution and performance tracking across production, inventory, and fulfillment.
- Leveraged analytics platforms such as Metabase and Looker to monitor outflow rates, identify bottlenecks, and drive data-informed improvements to logistics and inventory planning.
- Redefined the Black Friday/Cyber Monday (BFCM) fulfillment strategy by identifying outflow—not production—as the constraint, securing carrier capacity early and achieving 100% SLA adherence for the first time.

Tuft & Needle - Supply Chain Analyst

11/2018 - 05/2021

- Led supply chain analytics and fulfillment performance across Amazon, Sam's Club, Walmart, and other retail channels—identifying operational inefficiencies, mitigating chargebacks, and scaling fulfillment to support rapid SKU growth and revenue expansion.
- Analyzed and resolved fulfillment inefficiencies across e-commerce and retail accounts, proactively implementing process changes that eliminated \$500K+ in chargeback fees—achieving a 70%+ reduction in penalties.
- Increased Amazon product catalog 8x, partnering with Merchandising, Product Development, and Fulfillment teams to support high-volume demand and ensure operational scalability across retail channels.
- Developed a fully automated ASN (Advanced Shipment Notice) system, improving shipment visibility, reducing late penalties, and enhancing reconciliation accuracy with manufacturing partners.

Tuft & Needle - Customer Experience

03/2016 - 11/2018

Yelp - Account Manager

08/2015 - 03/2016

Everest University - Lead Admissions Representative

04/2013 - 08/2015

PayPal - Sales Executive

09/2011 - 03/2013

EDUCATION

Northern Arizona University

Flagstaff, AZ

12/2017

Bachelor of Science

Public Administration

- Minored in Business Administration