

# KRISTINE MILEY

## PROFESSIONAL SUMMARY

Visionary CX and Product leader with 15+ years driving operational excellence, customer-centric innovation, and scalable growth across digital-first and retail brands. Expert at transforming ambiguity into action, building high-impact programs from scratch, and aligning people, processes, and platforms to unlock long-term business value. Trusted partner to cross-functional executives—known for instilling clarity, culture, and systems that scale.

## EXPERIENCE

### DIRECTOR OF CX AND PRODUCT 05/2025 to Current New Reach Education, Phoenix, AZ

- Scaled Discord from 500 → 11K+ and Delphi AI from 400 → 25K+ via lifecycle-driven CX and onboarding.
- Replaced activity-based KPIs with outcome-driven metrics tied to LTV and retention.
- Built feedback loops (Pulse, evals, cancel insights) that directly shaped product and community strategy.
- Led Product Excellence Council to align roadmap across Product, Eng, Finance, and CX.
- Restructured CX ops to preserve quality while improving margins across brands.

### DIRECTOR OF OPERATIONS 06/2024 to 04/2025 Nominal, Phoenix, AZ

- Ran Ops across CX, Supply Chain, Product, Fulfillment, and Marketing in an 8-figure DTC business.
- Automated defect tracking + 3PL workflows—saving 8+ hrs/week and improving SLA visibility.
- Built 10+ vendor global network to stabilize supply chain and control costs.
- Crowdsourced content and product ideas, reducing creative overhead and boosting engagement.
- Launched centralized Confluence hub to streamline internal comms and KPI tracking.

## SKILLS

- CX Strategy & Lifecycle Design
- Scalable Team & Program Building
- Workflow Automation & Process Ops
- Product-Led Growth Mindset
- Data-Driven Decision Making
- Community Engagement & Retention
- GTM Execution & Launch Readiness
- Cross-Functional Leadership
- Rapid Problem Solving in Ambiguity
- Culture-First People Management
- Workflow Automation & Process Scaling

## TOOLS & TECH

- Asana (Ambassador)
- Salesforce
- Shopify
- Zapier
- SQL (Intermediate)
- Looker
- Metabase
- Slack Workflows
- Gorgias CRM
- Close CRM
- QuickSight
- Delphi AI

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**PROGRAM MANAGER** 06/2022 to 06/2024**Serta Simmons Bedding**, Phoenix, AZ

- Launched 3 inside sales programs, generating over \$2 million in Year 1.
- Automated referral program (Friends and Family) → Increased participation, plus reduced manual labor.
- Created internal liquidation portal → Reduced product waste and streamlined fulfillment.
- Rebuilt Contact Us/IVR system → Cut resolution times and improved CSAT.
- Co-led Salesforce + AI tool rollout with IT, Legal, and CX for data-informed decision-making.

**SUPPLY CHAIN & VENDOR OPERATIONS MANAGER**

05/2021 to 06/2022

**Tuft & Needle**

- Managed 9 factories + multiple 3PLs, ensuring fast, scalable fulfillment.
- Built real-time vendor dashboards for inventory + issue tracking.
- Rethought BFCM strategy → Secured carriers early and hit 100% SLA for first time.
- Synced inventory across Amazon, Target, Costco, etc. to meet launch demand.

**SUPPLY CHAIN ANALYST** 11/2018 to 05/2021**Tuft & Needle**

- Cut \$500K+ in Amazon chargebacks → 70%+ penalty reduction via ops redesign.
- Grew Amazon catalog 6 → 48 SKUs; scaled fulfillment across 9 manufacturers.
- Built ASN automation → Reduced late fees, improved shipment tracking.

**CUSTOMER EXPERIENCE** 03/2016 to 11/2018**Tuft & Needle**

- Launched a 500+ partner reverse logistics network to streamline returns and reduce waste.
- Built cost models to forecast Surprise & Delight spend and optimize CX budget.
- Created tooling for B2B and wholesale fulfillment, improving order accuracy.
- Resolved high-impact escalations and improved CX systems through root-cause fixes.

**ACCOUNT MANAGER** 08/2015 to 03/2016**Yelp****LEAD ADMISSIONS REPRESENTATIVE** 04/2013 to 08/2015**Everest University****SALES EXECUTIVE** 09/2011 to 03/2013**PayPal**

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**EDUCATION****Northern Arizona University**, Flagstaff, AZ**Bachelor of Science**, Public Administration, 12/2017

- Minored in Business Administration

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**CERTIFICATIONS**

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

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**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.