6/30/2024

To Whom It May Concern:

Please consider this my letter of intent to apply for the vacant Lake Orion School Board Position. In the attached email, you will find my resume.

Please let me know if you have any further questions.

Regards,

Mark Torres

Mark Anthony Torres

MARK ANTHONY TORRES

PASSIONATE about solving complex initiatives & getting things DONE!

ABOUT ME

I am a composed, poised, and seasoned individual who tackles problem-solving with a methodical and experienced approach. A player/coach who has earned the recognition of my colleagues and clients as a visionary thinker and effective communicator. I thrive on challenges and I possess a unique ability to understand and connect with people. In addition to my professional accomplishments, I take pride in being a devoted father and husband. With over two decades of experience, I am fully prepared to solve your complex issues and deliver tangible results for both you and your customers.

EXPERIENCE

Technical Account Manager - General Motors

Oct. '19 - present   San Francisco, CA

Reputation

Reputation stands as a highly embraced Software as a Service (SaaS) offering, favored by leading international brands for holistic management of their online reputation. This solution provides an integrated platform that empowers General Motors dealerships, corporate decision-makers, and top-level executives to access and assess customer sentiment originating from diverse channels, all through a unified interface.

RESPONSIBILITIES

- Drawing upon my expertise in program and project management, I oversee Reputation's customer feedback management initiatives for General Motors, handling a portfolio with an ARR of $24 million; this includes managing feedback collected from customer sales and service satisfaction surveys, as well as sentiment surveys, in addition to third-party reviews sourced from platforms such as Google, Facebook, Bing, Cars.com, and more
- Act as the subject matter expert for Reputation's suite of customer experience management products, services, and solutions
- Function as the primary liaison responsible for overseeing and ensuring strict adherence to punitive Service Level Agreement (SLA) compliance, coordinating efforts across various cross-functional teams, including our Project Management Office (PMO), product managers, user support, dev ops, engineering, as well as contract management and legal teams
- Championed GM's interests by representing them in discussions related to feature requests, development priorities, and support issues
- Provide regular status reports to GM's C-suite executives and Reputation's leadership
- Oversee vital technical integrations to guarantee smooth data flow, encompassing API connections and flat files, between General Motors and Reputation, facilitating bidirectional data exchange
- Forge close collaborations with Reputation's product and development teams to maintain consistent fulfillment of General Motors' needs and requirements
- Sustain a comprehensive comprehension of General Motors' technical and business environment, enabling proactive identification and resolution of potential challenges and concerns
- Utilize expertise in GM's customer feedback data within Reputation's data warehouse, partnering with GM's analysts and data scientists to extract insights and create visualizations for external reporting
- Establish and enforce processes to enhance the efficiency and effectiveness of multiple concurrent programs

ACCOMPLISHMENTS

- Oversaw remarkable account expansion, elevating Annual Recurring Revenue (ARR) from $11 million to $24 million, fueled by General Motors' unwavering trust in my team's capacity to deliver substantial and meaningful outcomes
- Dramatically improved user adoption, boosting daily active users from 5K to 25K by implementing configuration enhancements and advocating for feature improvements that significantly increased user engagement and retention on the platform
- Played a pivotal role in the creation of a unified "single-pane-of-glass" solution for General Motors, facilitating swift and comprehensive access to customer sentiment data from diverse sources
- Cultivated robust relationships and promoted collaboration among cross-functional teams, ensuring seamless communication and alignment
- Showcased ownership in overseeing intricate technical integrations, guaranteeing precise and punctual data exchange of 48 million daily records of data between General Motors and Reputation
- Delivered outstanding thought leadership and consultancy services to General Motors, shaping their online reputation management strategies and driving favorable results
- Utilized artificial intelligence in training an AI model to effectively categorize car buyer sentiment, enabling accurate routing to the appropriate General Motors organization
- Received accolades for instilling structure and fostering discipline within the account, leading to enhanced overall performance and satisfaction levels

Technical Account Manager - Ford Motor Company

MSX International, a division of Bain Capital

March '18 - Aug. '19   Detroit, MI

MSX International stands as a prominent, worldwide provider of technology-driven business process outsourcing (BPO) services tailored to the automotive manufacturing sector. MSXI offers a robust visualization and reporting tool, empowering global dealerships to assess the sentiment of their staff and leverage these insights to enhance their overall Customer Experience.

Responsibilities & Accomplishments

- Led the Ford Customer Experience Movement, an extensive, multi-lingual CX program spanning North and South America, Europe, Asia, and Africa, encompassing numerous intricate technology, data, and business integrations
- Bridged the significant gap between Ford marketing, their IT department, and MSXI by fostering open communication and collaboration among all teams; this effort led to the successful completion of several previously stalled, complex projects
- Delivered weekly in-person progress reports to Elena Ford, VP of CX, complete with interactive Q&A sessions
- Undertook account management during a period of low user adoption and diminished team morale; strategically addressed issues, including concerns about program data integrity, resulting in an impressive 80% increase in daily active users and renewed confidence in the software
- Implemented a structured Change Request protocol, resulting in the recovery of billable work that was previously conducted informally and without charge; this initiative generated $800K in new revenue while encouraging Ford to have a more vested interest in the projects

Client Relationship Executive

Netlink Information Technology Solutions

Sept. '14 - Jan '16   Madison Heights, MI

- Oversaw a portfolio comprising Fortune 100 companies, bearing responsibility for customer satisfaction through the effective delivery and high-quality execution of sold services and solutions

Program Delivery Manager

Netlink Information Technology Services

Jan. '16 - March '18   Madison Heights, MI

- Successfully steered a multitude of intricate projects and initiatives to fruition within stringent time and budget constraints, all while maintaining high levels of customer satisfaction through proactive communication and transparency

Solutions Team Manager

BlueWater Technologies

Sept. '13 - Sept. '14   Southfield, MI

- Led a team in conceptualizing and prototyping cutting-edge experiential marketing technology solutions tailored for the sales and product teams

Lead Sales Engineer

BlueWater Technologies

Jan. '12 - Sept. '13   Southfield, MI

- Oversaw the RFQ/RFP response process, quoting over $52 million in new annual business, while adhering to stringent deadlines and achieving an impressive 43% closure rate

Director of Operations

Merchant Internet Group

June '05 - Jan. '12   Royal Oak, MI

- Led a marketing technology organization, presided over exceptional amount of growth and business development

EDUCATION & CERTIFICATIONS

- Michigan State University - Bachelor's in Journalism
- Project Management Professional, Project Management Institute