

# CHRIS FRIEDRICH

Operations Manager

281-910-2881  
cfriedrich@gmail.com  
[linkedin.com/in/chrisfriedrich](https://www.linkedin.com/in/chrisfriedrich)  
Austin, TX

## WORK EXPERIENCE

---

### **OPERATIONS MANAGER - Replica / Remote - OCT 2020 – Present**

- Helped found the Revenue Operation team to focus on designing and documenting standardized sales practices, key customer metrics, tooling workflows, and total addressable market
- Established and configured customer teams' tooling stack including Asana, DialPad, MixMax plus a migration from Hubspot to Salesforce
- Consulted with Customer Success team on best practices for creating a robust customer feedback loop as well as how to align qualitative customer metrics to sales revenue numbers
- Acted as interim marketing manager, creating landing pages, writing marketing copy and blogs, editing 3<sup>rd</sup> party studies, running ad campaigns, and analyzing marketing metrics for monthly sales blitzes

### **PROGRAM MANAGER - Dropbox / Austin - MAY 2020 – SEP 2020**

- Realigned Customer Experience departments to a common vision through a new Service Design program, eliminating vanity metrics and promoting collaborative cross-functional work while reducing information silos
- Drove company accountability through VP-level customer impact reviews of product changes in monthly line-of-business health checks and quarterly product issue deep dives

### **PRODUCT OPERATIONS MANAGER - Dropbox / Austin - DEC 2018 – MAY 2020**

- Led a global team of 6 product operations managers covering our 4 core business verticals, 2 horizontal functions, and all customer-facing launches
- Embedded with NYC-based product and engineering team to launch new, revenue-generating features including File Transfers, File Requests, Comments, and File Previews
- Discovered a data logging issue that miscategorized 10% of annual support volume by scouring our SQL tables
- Designed a prioritization formula that determines customer pain on a criteria-based numerical scale and calculates size of affected populations across 4 disparate support surfaces

### **FEEDBACK PROGRAM MANAGER - Dropbox / Austin - JUL 2018 – DEC 2018**

- Aided launch of company customer journey map, identified critical customer "table stakes" at each phase, and examined all support system interactions during the journey
- Published 10 issues of our company-wide Customer Insights publication, a deep dive into customer feedback and recommendations for product changes
- Created a new product feedback model focused on user sentiment, data categorization, and insights leading to 27 internally published reports

### **PRODUCT EXPERT TEAM LEAD - Dropbox / Austin – NOV 2017 – SEP 2018**

- Led 7 product experts spanning each critical support area, providing guidance on problem solving, relationships, and career pathing
- Redefined team vision away from tactical support to strategic launch readiness, customer feedback, and scaled operational support
- Designed new department area and hired team of 3 to provision hundreds of complex sales deployments and billing system discrepancies per year

### **PRODUCT EXPERT - Dropbox / Austin – SEP 2014 – SEP 2018**

- Generated all support material and dashboards for customer trends for dozens of payments product launches
- Helped launch a remote support site in Athens, GR with 180 agents while auditing tooling needs, agent performance, and communication gaps
- Facilitated "Customer Connection Day" sessions to over 300 coworkers in different Dropbox offices showcasing customer pain points to drive customer empathy and foment product improvements

## EDUCATION

---

### **UNIVERSITY OF TEXAS AT AUSTIN – Austin, TX – DEC 2010**

*Bachelor of Arts in English*

*Bachelor of Arts in Rhetoric and Writing*

## SKILLS

---

SQL, Salesforce, Jira, Airtable, Writing, Copyediting, Motorcycle repair