

ASHLEIGH BRIGGS

207-215-7878 | ashleigh@ashleighbriggs.com | www.linkedin.com/in/ashleighbriggs/

Product management leader, passionate about helping businesses and people change and grow. Able to quickly understand, adopt, and train new processes, practices, items, or tools. Recognized remote management expert and builder of industry leading customer support teams. An expert at teaching leaders how to connect, build trust, and support others struggling with the changes. Experienced in start-ups and leading cross-functional change projects. Deep knowledge of change management methodologies, approaches and tools. A Master of building Scalable SOP's.

Areas of Expertise

Product Management | Customer Engagement | Program Management | Service Operations | Training | Remote Leadership | Customer Success | Communications | Operations Management | Customer Relations Management (CRM) | Change Management | Business Analysis | Project Management | On-boarding | Requirements Gathering | Marketing | Process Improvement | Strategy | Team Building | Data Analysis | Process Automation | Software Vetting for Implementation | SQL | Microsoft Office

Briggs Solution for Business, Bangor, ME

Founder/Consultant (briggssolutionsforbusiness.com)

03/05 – Present

Successfully planned and coordinated a virtual conference with over 200 attendees for Bangor Blitz Entrepreneurial Conference in only 5 weeks in July 2020. Received higher reviews than that of many other virtual events attendees had attended.

Helped transition Rudman Winchell Attorneys at Law 18th Annual HR Seminar from a traditionally in-person event to a 100% virtual event that still provided engaging information and relationship building. Assisted with technical production that reached over 250 across the state of Maine.

Helped Bucksport Monuments owner to create a hiring plan for their first full-time office manager. This resulted in the owner realizing how unaware they were of all the small details and felt much more prepared for a successful hiring process after we met.

Received highest post session reviews of all presenters at Bangor Blitz Entrepreneurial Conference in September 2020 on the topic of CRM and how it can help increase your profits.

CourseStorm, Inc., Orono, ME

Head of Customer Success

03/19 – 12/20

Developed a formal system for Customer Support which moved First Response Time SLA from 33 hours to under 1 hr.

Grew team from 1 to 3 in six months which included building appropriate positions to support moving away from a “customer support” to a “customer success” philosophy. This philosophy change focused on increased customer lifetime value. Our staff is now able to spend more time growing and developing a customer vs being reactive to support needs.

Developed new strategies that strengthened the customer relationship and loyalty of SAAS products and reduce churn. This increased customer lifetime value. *Continued*

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CourseStorm, Inc., Orono, ME

Head of Customer Success

03/19 – 12/20

Created Standard Operating Procedures (SOPs) for department tasks including; customer support tracking, customer onboarding, and employee onboarding. This supported the ability to scale quickly while being able to maintain consistent customer interactions and overall levels of service.

Maine Small Business Development Center at Coastal Enterprises, Inc.

Certified Business Advisor

02/18 – 03/19

Sought out top advisor in the state with over \$3m in capital formation in one year.

Assisted clients with all aspects of the business from, start-up and acquisitions, financial management, personnel development, market research and planning, accounting and record keeping, financial modeling, loan packaging, and most other aspects of business management.

Identified and showed clients the availability of other public and private business resources including assistance in applying for regional, state, and federal resources.

UniversityTickets, New York, NY/Bangor, ME

Director of Client Relations and Training

01/11 – 03/17

Developed eLearning webinar solution for clients, reducing the need for one-on-one training and gradually increasing usership implementation.

Developed, coordinated, and delivered training for the company's 400+ clients on UniversityTickets ticketing software, both remotely and in person.

Optimize company workflows through the design and implementation of new project management systems.

DeadRiver Co., Bangor, ME

Communication and Training Specialist

2009 – 2010

Successfully coordinated and trained management and a team of 400 retail fuel office users through difficult software & procedure transitions. Many of them uncomfortable with new technology and change.

Created training materials and taught younger team members how to connect, build trust, and support others struggling with the changes.

Collaborate with other employees in developing business protocol best practices that moved 21 independent offices into a unified operating structure.

Education

BS – Business Administration with a concentration in Marketing

2009

University of Maine, Orono, ME