

# DAVID SKUDIN

## BUSINESS DEVELOPMENT / MARKETING / CUSTOMER- PATIENT EXPERIENCE MANAGEMENT EXECUTIVE

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### SUMMARY

Dedicated Business Development, Marketing and Patient/Customer Experience Management Executive with extensive experience enabling customer focused strategies that propel exponential, year over year revenue and growth. Skilled at building, training and managing teams to create customer retention, business success and brand dominance. Demonstrated track record of creating cultures of service excellence in various organizations and achieving NPS scores in the top 1% nationally.

### EXPERIENCE

#### **DIRECTOR, CUSTOMER/PATIENT EXPERIENCE** ADVANCED DERMATOLOGY

JAN 2023 – SEPT 2023

*Led the Customer Experience Department and Managed all day-to-day customer experience operations for 56 multi-state locations and operations of the Call Center.*

- Provided companywide leadership on the culture and importance of providing exceptional service experiences.
- Strategized with CEO to create CX and business performance KPI's.
- Reported Customer Experience information and patient satisfaction data analytics to leadership colleagues, Board of Directors, and Private Equity groups.
- Reorganized Call Center Team, building and training all members on Call Quality/Customer Experience.
- Significantly improved Call Center KPI's, including Queue (wait) Time from 2:30 To :55 within 6 months.
- Created/Implemented the company's new Patient Satisfaction Questionnaire.
- Managed day-to-day company website 'Live Chat' response protocol.
- Managed all day-to-day company social media (Google/Yelp/Zoc Doc/Health Grades) response protocols.
- Authored all company Social Media responses.

#### **CONSULTANT**

2018 – PRESENT

SPINE & SPORT PT / SENIOR HELPERS / ADVANCED DERMATOLOGY / CDS MESTEL CITIQUIET FLA / TUPELO HONEY GRAY TV / FIVE STAR ADVERTISING / DISNEY THEATRICAL GROUP / COSTCO / NEW YORK METS / OTHERS

*Consulting on business development, Go To Market strategy, marketing and customer experience strategy to increase sales, customer retention, NPS, brand dominance and valuation.*

#### **SR. DIRECTOR, CUSTOMER/PATIENT EXPERIENCE** PROFESSIONAL PHYSICAL THERAPY

2014 - 2018

*Created the Customer Experience Department and Managed all day to day operations from 27 Locations - 500 Team Members - \$50m Revenue to 180 Multi-State Locations - 2,000+ Team Members – 1m/yr. Patient Visits - \$150m Revenue. Led to \$420m PE exit.*

- Provided companywide leadership on the culture and importance of providing exceptional service experiences
- Member of CEO's Management Cabinet, meeting regularly to discuss business performance and strategy
- Reported Customer Experience information and patient satisfaction data analytics to leadership colleagues, Board of Directors and Private Equity groups
- Maintained public image of company's commitment to providing award winning

- customer service through social media and public relations
- Defined the company's Culture of Service Excellence, revising the original company Mission Statement
- Created companywide Service Excellence Guide as the playbook for all teams
- Authored over 50 Customer Service Articles for monthly and quarterly newsletters to provide consistency of customer service information and messaging
- Developed and instructed all Customer Service Training Classes
- Developed all CX material for website, emails, social media, and printed material
- Developed all Customer Satisfaction Surveys
- Drove growth of Press-Ganey Customer satisfaction scores from 65th% to 91% (Nationwide benchmark), including "Likelihood of Recommending" to 97.1%
- Implemented and drove NPS (Net Promoter Score) from 78 to 86 (top 1% nation)
- Created Customer Service KPI's for measuring and inclusion in performance management, including reviews and bonus determination
- Created Service Recovery process to perform best practices and improvement solutions
- Created VOC (Voice of the Customer) program, including "Customer Focus Group" initiative.

## **BUSINESS DEVELOPMENT HEAD/CMO**

2011 – 2014

### **CROWD MARKETING**

*Generated and implemented unique marketing concepts and strategies for clients that ranged from start-ups to world's leading brands.*

- Developed Sales / Marketing / Sponsorship programs and Partnership opportunities for Disney, Costco, The Madison Square Garden Company, The New York Mets, Live Nation, Sleepy's, The Spartan Race, Six Flags, The New York Islanders, Professional Physical Therapy, Tupelo-Raycom Media

## **PRESIDENT, VP, SALES / MARKETING / BUSINESS DEVELOPMENT**

1994 – 2010

### **CITIQUIET**

*Managed all day-to-day sales, marketing, and business development operations.*

- Established company sales training and sales procedures. Responsible for hiring, training, and managing all sales staff.
- Increased revenue from \$4 million to \$12 million over the course of four years by introducing new innovative products, implementing new marketing programs, and the establishment of a national dealers' network to increase revenue.
- Led the company in a new direction by creating the CitiQuiet Hurricane Impact Windows division, resulting in new business of \$3 million annually.
- Created all company sales brochures, print advertising, website, television commercials and media kit, leading to personal interviews with The New York Times, Business Week, Fox Business News and The Robb Report
- NOTABLE PROJECTS: U.S. Supreme Court, Wash., DC / Hofstra University, Long Island / Columbia Presbyterian Hospital, NYC / The Sherry-Netherland, NYC / St. John's University, Queens / Rockefeller Center, NYC / Chrysler Building, NYC

## **EDUCATION**

STATE UNIVERSITY OF NEW YORK AT ALBANY – BACHELOR OF ARTS

## **PROFESSIONAL EXPERTISE / DEVELOPMENT**

Microsoft Office, Excel, PowerPoint, CRM, NPS (Net Promoter Survey) Ring Central, Press-Ganey, Podium, Patient IQ, Six Sigma, Salesforce Ritz-Carlton Leadership Center, Disney Institute

## **OTHER SKILLS**

Training (individual/large scale), PR, Writing, Strategic Planning

