

ALEX YU, ED.D.

SENIOR OPERATIONS LEADER

With 15 years of experience executing strategic vision across program operations, customer success, and sales. Trusted builder of 50+ people teams, driving clean change management processes, designing efficient org structures, and partnering with clients to maximize impact. Strong enablement skills and servant leadership style helps develop and retain employees. Experience in creating and leading ERGs and mentorship programs.

EDUCATION

VANDERBILT UNIVERSITY | Nashville, TN

- Doctor of Education (Ed.D.) in Leadership and Learning in Organizations 2020

UNIVERSITY OF NORTH CAROLINA | Chapel Hill, NC

- Master of Business Administration (MBA), Concentration in Entrepreneurship 2017

UNIVERSITY OF MICHIGAN | Ann Arbor, MI

- Bachelor of Arts (BA) in Political Science and Sociology, Minor in Environmental Science 2008

EXPERIENCE

LATTICE | HR SaaS start-up (Series G) providing people success platform for employee performance

Director of Customer Success Programs 2022-2023

- Expanded scaled segment, growing 25% customer and 31% revenue base, driving CS efficiency metrics
- Spearheaded customer education initiatives, successfully greenlighting retention program to C-suite
- Created 40 retention playbooks for CSMs using best-in-class strategies and standardized journey maps
- Recruited, hired, and developed talent for three separate teams during the company's hyper growth stage

2U, INC. | EdTech SaaS firm with \$1B in revenue creating learning management systems for universities

Senior Director of Sales and Customer Experience 2019-2022

- Delivered a Y-o-Y increase of 21% to \$147.8MM in recent quarterly revenue as degree leadership team
- Raised customer engagement 5% for 70 teams through revised contact strategies using SMS and Intercom
- Boosted team productivity by 20% by implementing daily KPIs, engagement dashboards, and AI software
- Merged 1,000-person sales and retention departments to streamline operations under one user journey

Director of Customer Success 2018-2019

- Supervised portfolio of six managers and 20 specialists across three partners and 18 products
- Increased recurring revenue streams by 7% over 18 months, growing portfolio to \$48MM annually
- Pioneered analyzing student data using a DE&I lens to train on effective retention for varying populations
- Launched robust mentoring and talent management plans, giving 300 employees a path for career growth
- Elected inaugural Global Chair of business resource network to deliver DE&I progress for 450 employees

Director of Program Management of Design, Business, and Technology 2016-2018

- Drove on-time delivery of 10-month go-to-market plan as owner of strategy, goals, and deliverables
- Beat sales targets by 25% in first year for \$6.5MM steady state product, supervising budget and growth
- Executed complex processes between GM and matrix teams (marketing, sales, analytics, and finance)
- Partnered with the brightest design, product, and engineering minds on direction of program

Senior Manager of Technical Support 2015-2016

- Hired, onboarded, and trained 12 employees, rapidly building a new division for customer support
- Improved customer-support coverage from 80% to 99% within six months, surpassing goal of 90%
- Saved \$18K on operating costs by negotiating with third-party vendors for adaptive staffing software
- Crafted knowledge management plan; writing and editing training materials and articles to support products

PROQUEST | A \$5.3B global information-content company with products for large-scale library systems

Regional Customer Experience Manager 2013-2015

- Owned 80 VIP accounts worth \$4MM, generating upsell opportunities on-campus and at conferences
- Rescued \$300K+ in revenue through consultations, demos, and needs assessments; most of any manager
- Authored weekly marketing materials reaching hundreds of clients and partners to promote new products

Technical Team Lead @ Serials Solutions 2011-2013

- Served as product leader of a technical support team of five specialists in agile environment
- Handpicked to lead change management of company-wide Salesforce CRM migration after a M&A
- Coded custom implementations HTML and CSS, user acceptance testing, and rollouts for 60 customers

International Sales and Customer Support Representative 2009-2011

- Processed over 1,000 new and renewal contracts each year for Asia-Pacific sales region
- Centralized processes between Sales, Accounts Receivable, and Technical Support for 300 clients
- Translated English to Cantonese for five clients in Hong Kong and China during contract negotiations

TEACHING AND SPEAKING ENGAGEMENTS

University of Colorado, Denver Business School Center for Entrepreneurship 2021-2022

- Lead instructor of Design Horizons, an immersive and innovative social-impact incubator program
- Designed a comprehensive five-month program teaching students how to build viable business models
- Mentored teams through design-challenge workshops to build skills in creating and launching new ventures

Speaking Engagements

- Peabody College Graduate-Level “Evidence-Based Practice and Capstone Seminar I/ II courses”
- Mid-South Nonprofit Conference “Community as a Movement”
- Digital Ocean Pride Week “Thriving While Out”
- Jake Jobs Center for Entrepreneurship “JUMP Incubator”

AWARDS

- Peabody College Distinguished Academic Achievement and Service in Leadership Award
- 2U Feature Implementation Key Contributor Award
- University of Washington Foster School of Business Startup Trade Fair Winner

PERSONAL

Board Member at The Alexander Foundation, a non-profit, all-volunteer org for LGBTQ Coloradans
Founding Fellow at On Deck EdTech, a community that brings together startup and education experts
Daily writer at <https://sweatthesmallstuff.blog>, a philosophical lifestyle website
Avid tennis player and beginner cross-country skier
Dog dad to a mini-australian shepherd named Jackson