

R. CHRIS LYTLE

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OPERATIONS & TELECOMMUNICATIONS MANAGEMENT

Project Management / Employee Management, Training & Development / Process Development

Customer Service & Call Center Management / Wireless / Entrepreneur

EDUCATION

Master of Business Administration. Honors: With Distinction/Cum Laude

Keller Graduate School of Management, Kansas City, Missouri

B.S. Networks and Communications Management. Honors: Cum Laude

DeVry University, Kansas City, Missouri

SUMMARY OF EXPERIENCE

AT&T, February 1988 – Present

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| ➤ Director – Loyalty Call Centers | June 2016 - Present |
| ➤ Director – Telesales Call Center | October 2014 – May 2016 |
| ➤ Senior Product Development Mgr. (Digital Life) | October 2012 – September 2014 |
| ➤ Senior Product Marketing Manager (U-verse) | July 2004 – October 2012 |
| ➤ Senior Channel Execution Manager (CNSC) | August 2002 – July 2004 |
| ➤ Associate Director (Customer Care Centers) | September 1999 – August 2002 |
| ➤ Process Development Leader (Customer Escalations) | August 1998 – September 1999 |
| ➤ Training Facilitator Coach (Sales and Service Call Center) | September 1995 – August 1998 |
| ➤ Team Development Leader (Sales and Service Call Center) | May 1993 – September 1995 |
| ➤ Training Facilitator (Sales and Service Call Center) | October 1991 – May 1993 |
| ➤ Customer Sales & Service Agent | February 1988 – October 1991 |

Worlds Coolest Nerd, LLC April 2019 – Present

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|-----------------------------------------------|----------------------|
| ➤ Founder and CEO of Worldscoolestnerd.com | April 2019 - Present |
| ➤ Master Beekeeper @ Paradise Mountain Apiary | May 2021 - Present |

CORE PROFESSIONAL EXPERTISE

PROGRAM MANAGEMENT/PROCESS DEVELOPMENT

- **PMP Certification (#1497658)**, Project Management Institute
- Developed and introduced “Tops-down Provisioning” Initiative that **reduced activation trouble tickets by 42%** for Call Vantage Telephony Adapters
- Refined Call Center processes and M&Ps leading to overall **reduction in call in rates for R&M of 65% and Service of 72%**

PRODUCT MANAGEMENT

- Product Development manager for Digital Life specializing in IT and system/infrastructure initiatives. Key projects included Installment Billing, Expansion of Existing Sales Channels, and Customer Self Installation
- Product Marketing manager responsible for the successful launch of U-verse Voice Customer Self-install service. This more cost-effective acquisition model **saved the company over \$3M** in the first full year of deployment
- Product/Project lead for enhanced automated ticketing system that ensured correct service personnel is dispatched to customer premise. **Unproductive truck rolls decreased by 11%, saving company \$1.7M in 1st year**

CUSTOMER SERVICE & CALL CENTER MANAGEMENT

- General Manager of Loyalty Call Centers supporting 700+ employees across multiple locations. **Exceeded 2024 KPIs/objectives.**
- General Manager of Direct Mail – Direct Response Telesales and Customer Lifecycle Management Call Center. **Exceeded sales and service metrics** two consecutive years in a row.
- **Reduced customer escalation** (calls forwarded beyond customer service representative to management) **by 30%**, through process improvement and representative training.

EMPLOYEE MANAGEMENT, TRAINING & DEVELOPMENT

- Instructed multiple employee training classes, including management (Stairway to Leadership), new employee, new products and services, customer service, customer network systems, technical courses, associate instructors, and site training development
- Traveling trainer, providing instruction to call center employees in Dallas, Atlanta, Milwaukee, Newark, Mesa, and Kansas City
- Mentored employees for management program – Associates to Management Advancement Program

ENTREPRENEUR

- Founder, Publisher and Editor in Chief @www.worldscoolestnerd.com **“Exercise your Mind”!**
- Founder and Master Beekeeper of Paradise Mountain Apiary caring for Italian Honeybees and surrounding trees and plant life.

PROFESSIONAL ACHIEVEMENTS & AWARDS

- AT&T – We Care Award, 2024 (Going above and beyond to create a great work/life balance)
- AT&T – **Summit Award**, 2023 (Outstanding Performance of Loyalty Call Centers)
- AT&T – **Summit Award**, 2016 (Outstanding Performance of Loyalty Call Centers)
- AT&T – **Leaders Voice Award (Summit)**, 2005 (42% reduction in Trouble Tickets)
- AT&T – Showcasing Excellence Award, 2004 (Start-up of CVoIP Call Center)
- AT&T – **Leaders Voice Award (Summit)**, 2003 (Saving AT&T \$1.7 Million)
- AT&T – **Spirit of Communications (Summit)**, 1991 (Corrected Billing Error, Saving AT&T \$1 Million)