

NICOLE TURIC

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SENIOR QUALITY MANAGER | SENIOR PROGRAM MANAGER

Specializing in Customer Delight, Satisfaction, Reporting, Insight Analysis, Operational Excellence

**Customer Experience Management | Partner Satisfaction | Web Marketing | Operations | Six Sigma Methodology
Quality Program Management | Customer Segmentation | Branding | Market Research
Quantitative & Qualitative Analysis | Survey Design & Methodologies | Dashboard & Scorecard Development
Vendor Management | Organizational Agility | Executive Communication**

'Customer Experience Improvement' Global Leader and Evangelist for the "Voice of the Customer" with a passion for igniting the "Customer Experience" and establishing world-class loyalty projects and initiatives to build lifetime customer relationships. Demonstrated success throughout 20+ years' experience in Fortune 100 companies increasing profitability, critical process improvements, market research and analytics. Create programs to fill gaps in the customer experience, collaborating with cross-functional teams to ensure consistent visibility and understanding of critical issues. Deliver a magical experience for customers by converting intelligence insights into best practices and creative solutions across global markets. Possess talent for building strong internal relationships through stellar communication, active listening skills, collaboration and teamwork.

PROFESSIONAL EXPERIENCE

ORACLE - REDWOOD SHORES, CA

2010 TO 2012

Director, Worldwide Customer Feedback and Reporting

Provided global leadership and coaching to facilitate Sun Microsystems acquisition. Directed relationship, transactional and marketing surveys for hardware, acquisition and channel survey programs. Collaborated with teammates, line of business stakeholders, executives and external vendors to create content, testing, translation and survey launch cycles.

- ◆ Facilitated adoption of key Oracle partner strategies globally by designing and implementing Oracle Partner Survey, which provided business intelligence based on statistical analysis.
- ◆ Directed projects to obtain customer feedback through new channels of one-on-one meetings, focus groups and panel surveys with executive customers. Identified barriers to satisfaction and facilitated resolution.
- ◆ Garnered feedback from customers/partners, analyzed results, developed success metrics and drove change in a collaborative global environment, connecting customer satisfaction to /financial results.
- ◆ Created customer loyalty surveys to obtain satisfaction quantitative and qualitative research data. Leveraged data to drive systemic enhancements in hardware and software products and processes.
- ◆ Managed a consistent 360-degree feedback collection process and internal communication strategy.

SUN MICROSYSTEMS INC. - PALO ALTO, CA

1986 TO 2010

Sr. Manager, Sales Operations, Six Sigma Blackbelt

(2002 to 2010)

Led contracting, pricing, invoicing and management of Customer Loyalty program globally, maximizing loyalty through continuous measurement, survey methodology, sampling architecture, questionnaire design, reporting, research, integration and communications across multiple customer, partner service and product survey programs.

- ◆ Drove continuous innovation to improve performance, resulting in defect reductions up to 65%, by utilization of Customer Loyalty and Satisfaction data to product, engineering and sales teams. Spearheaded development, deployment and sustainability of analysis/metrics/communications of quality improvements.
- ◆ Led program to measure loyalty of top accounts and incorporated into account team compensation plans. Reviewed loyalty information with executive sponsors regularly.
- ◆ Managed Global Partner Listening Program incorporating feedback from advisory councils, partner summits, focused interviews and targeted surveys.
- ◆ Led cross-functional initiatives to identify, analyze and resolve customer pain points, multi-faceted issues and gaps between customer expectations and actual experience.

Sr. Quality Manager, Customer Advocacy (2000-2002)

Architected corporate-wide process and quality improvements across all aspects of the customer experience including pre-post sales, relationship, services and solutions.

- ◆ Reduced vendor costs by more than 50% (\$2.5M), while expanding program and increasing quality. Drove alignment and reduction of customer metrics. Developed and implemented multi-year roadmap for transforming customer loyalty program into a comprehensive VOC (Voice of the Customer) program.
- ◆ Led customer care benchmarking projects and RFP (Request for Proposal) initiatives for external best practices leading to high customer satisfaction and retention ratings.
- ◆ Created quality dashboards using key customer, financial and operational metrics to positively affect business decisions while growing customer base. Developed global partner listening strategies and championing the partner voice as measured through experience, satisfaction and loyalty.
- ◆ Architected corporate-wide improvements across all aspects of the customer experience including relationship and lifecycle services. Leveraged Net Promoter Score (NPS) system with a view to continual improvement and customer experience best practices.

Program Manager, Worldwide Partner and Worldwide Education (1998-2000)

Managed and coordinated numerous worldwide sales training events and media campaigns including "Technology for Touchdowns" with Steve Young, former Quarterback of the San Francisco Forty-Niners Football team. Directed technical staff, video crew, artists, programmers and database experts.

- ◆ Served as Lead Architect for the "Java Cup International Contest" with \$1M+ in prizes utilizing the Internet and various databases to administer the contest as a delivery mechanism for registrations, Java applet submissions and on-line judging. Authored and verified all rules and legal aspects.
- ◆ Created "Virtual Campus", an early-adopter website displaying Java technology, VRML, live video and audio, 3D rendering, on-demand product demonstrations and ability to play synchronized, audio-enabled slide shows along with live chat sessions to create an interactive forum.
- ◆ Representative the Worldwide Educational Marketing Team on ECommerce Board, Web Editorial Board, Selling Success Story Council and Sun's Collateral, Visual Branding & Design Vernacular Teams.

Program & Communications Manager, Corporate Business Development (1993-1998)

Co-designed, implemented and managed Sun's New World Tours, with executive sponsorship of three separate 14-city seminar programs across South America, Mid-East and African countries to increase sales in emerging markets.

- ◆ Acquired customer needs and insights from over 7,000 developers, luminaries and dignitaries. Translated into business opportunities for solutions, customer relationships / satisfaction, product roadmap and sales.
- ◆ Demonstrated polished communication and presentation skills for executive audiences, recommending and establishing programs (New World Tour, Java Cup Contest, Customer Loyalty Incentive Pay Structures).

EDUCATION & TRAINING

Attended University of Phoenix (BA)
Leadership & Business courses - Stanford University Network
Six Sigma Blackbelt