

Jordan Avery

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PROFESSIONAL SUMMARY

Operations leader with 15 years running multi-site member and customer operations. Currently direct a 600-FTE, three-site member-services operation with a \$42M budget at Meridian Health Partners - cut cost-to-serve 18% through a 14-process automation program (\$2.1M annualized) while lifting first-contact resolution from 68% to 81% under 22% volume growth. Prior: five years owning a 12-client delivery portfolio (\$60M ARR, 97% retention) at Northwind Logistics. Repeated pattern across three companies: cost discipline and experience quality moving together, not traded against each other.

CORE COMPETENCIES

Member Experience Operations

Multi-Site Service Delivery

P&L & Budget Ownership

Workflow Automation

SLA & Quality Governance

Workforce Management

Executive Stakeholder Engagement

Lean Six Sigma (Black Belt)

Vendor & BPO Oversight

Change Management

WORK EXPERIENCE

Meridian Health Partners Mar 2021 - Present

Director of Member Operations

Austin, Texas, United States

- Run a 600-FTE member-services operation across three sites - own SLA attainment, quality, and a \$42M budget reporting to the COO.
- Cut cost-to-serve 18% in two years via a 14-process automation program and schedule redesign - \$2.1M annualized savings, zero involuntary reductions.
- Lifted first-contact resolution from 68% to 81% while absorbing 22% member-volume growth from two plan acquisitions.
- Chair the weekly executive operations review - SLA, quality, workforce and escalation posture in one governance cadence adopted by two sister divisions.
- Rebuilt the escalations desk around member-harm triage; regulator-reportable complaints down 40% year over year.

Northwind Logistics Jun 2016 - Mar 2021

Head of Client Delivery

Dallas, Texas, United States

- Owned delivery for a 12-client portfolio (\$60M ARR) - 97% retention across five consecutive years.
- Built the QBR and escalation program that cut churn-risk accounts from 9 to 2 in one year.
- Stood up a 140-FTE nearshore delivery team in Monterrey in seven months, on budget, absorbing 30% portfolio growth.
- Negotiated and operationalized SLA schedules for the three largest renewals (\$28M combined) without margin concession.

Cascade Financial Aug 2011 - Jun 2016

Customer Operations Manager

Phoenix, Arizona, United States

- Raised CSAT from 71 to 86 in 18 months across a 220-seat operation.
- Led the workforce-management rebuild - schedule adherence from 74% to 92%, overtime spend down 23%.
- Ran the card-services complaint remediation demanded by an OCC finding; closed all 11 action items ahead of schedule.

Cascade Financial Jul 2008 - Aug 2011

Team Lead, Customer Service

Phoenix, Arizona, United States

- Led an 18-agent inbound team; top quartile on quality for nine consecutive quarters.

- Designed the coaching rubric later adopted across the 220-seat floor.
- Handled the escalation queue through the 2010 core-system migration - zero SLA misses across the cutover quarter.

Cascade Financial

May 2006 - Jul 2008

Customer Service Representative

Phoenix, Arizona, United States

- Inbound card-services queue; top-10% quality scores in seven of eight quarters.
- Wrote the team's first shared macro library, cutting average handle time 9% for the unit.

PROJECTS

Automation Council Meridian

Founded the cross-functional council that prioritizes automation candidates by member-impact-per-dollar; the 14-process program above is its output. The council's principle - automate the queue, never the conversation - is now written into Meridian's operations charter.

Site Resilience Playbook Meridian

Authored the three-site failover playbook after a 2022 outage; tested quarterly, invoked twice in production with zero SLA breach.

Complaint Taxonomy Cascade

Built the complaint classification system during the OCC remediation - every complaint coded by root cause, not symptom. The taxonomy outlived the remediation and later became the template for Meridian's harm-triage desk.

EDUCATION

Bachelor of Business Administration University of Texas at Austin 2008

Concentration in operations management. Financed by full-time night shifts in a support call center - where the interest in service operations started.

CERTIFICATIONS

Lean Six Sigma Black Belt	ASQ	2017
Project Management Professional (PMP)	PMI	2014
ITIL Foundation	AXELOS	2012

SKILLS

Workforce & Telephony:	NICE IEX, Verint WFM, Genesys Cloud, Five9
Service Platforms:	Salesforce Service Cloud, Zendesk, Jira Service Management
Analytics:	Tableau, Power BI, working SQL
Methods:	Lean Six Sigma, COPC framework, capacity modeling