

# Christopher K. Burchard

linkedin.com/in/chrisburchard

## Contact Center Transformation Executive | Customer Care, Inside Sales & AI-Enabled Operations

**Enterprise contact center transformation executive with a proven record turning complex sales and service organizations into profitable, AI-enabled growth engines.** Builds leadership systems, operating models, and omnichannel capabilities that accelerate revenue, improve profitability, elevate customer experience, and create high-performing cultures capable of sustaining results.

**SELECTED IMPACT:** EBITDA -7.1% to 10% | Sales per Hour +61% | Conversion +90% | NPS +13 points | Turnover 134% to 30%

### AREAS OF EXPERTISE

Contact Center Transformation  
AI Strategy, Adoption & Enablement  
Leadership & Culture Development  
Salesforce, CRM & CCaaS

Enterprise Customer Care & Support  
Revenue & Conversion Growth  
Workforce Planning & Optimization  
Executive Analytics & KPI Governance

Inside Sales & Revenue Operations  
P&L Transformation  
Outsourced Partner Governance  
Omnichannel Customer Experience

### PROFESSIONAL EXPERIENCE

#### Guitar Center, Inc.

*Vice President, Contact Centers | May 2024 - June 2026*

**Owned \$115M in annual sales and a \$15M operating budget while leading a 250-person contact center organization** spanning inside sales, customer service, outbound engagement, retention, appointment scheduling, and support operations across onsite and remote environments.

- **Redesigned the contact center operating model and transformed the P&L, improving EBITDA from -7.1% to 10%** through margin discipline, labor optimization, attach-rate expansion, compensation redesign, AI-enabled coaching, and strengthened performance governance.
- **Increased sales per hour 61% and conversion 90%** through AI-enabled coaching, workforce optimization, redesigned sales execution, and stronger performance accountability.
- **Led end-to-end AI solution strategy, acquisition, and implementation**, evaluating market options, selecting technology partners, securing executive approval, and coordinating integration, training, and adoption for AI Agent, Agent Assist, and enterprise ChatGPT solutions, including eight custom GPTs.
- **Improved contact center NPS from 62% to 75% within eight months** through customer-experience optimization, coaching enhancements, and greater frontline accountability.
- **Redesigned and implemented incentive compensation across sales and service**, aligning frontline behaviors and customer outcomes with conversion, revenue, and P&L performance across the customer journey.
- **Designed an AI-driven Root Cause Analysis framework** using conversational analytics to identify recurring customer friction and operational inefficiencies, enabling targeted improvements to upstream business processes and customer journeys.
- **Increased contacted-lead-to-appointment conversion from 3% to more than 20% within six months** by improving Salesforce-based lead filtering, outreach strategy, and AI-enabled agent coaching.
- **Reduced annualized employee turnover from 134% to 30% or below in less than six months and sustained the improvement**, while achieving the company's highest employee-engagement scores and survey participation above 96%.
- **Modernized executive KPI reporting and governance**, improving financial visibility, operational accountability, leadership coaching, and data-driven decision-making.

#### Physician's Weekly (now Formedics)

*Vice President, Customer Success | April 2023 - May 2024*

Led the transformation of healthcare-provider engagement and network expansion, modernizing the outbound operating model, contact center technology, analytics, and performance management across approximately 37 annual campaigns with target pools averaging 10,000 leads per month.

- **Added 9,540 active physician-office and clinic locations in 2023, a 91% year-over-year increase**, through redesigned outbound outreach, lead prioritization, agent coaching, and performance management.
- **Led end-to-end contact center technology transformation**, conducting market evaluation and formal sourcing, securing financial approval, and partnering with Technology to implement Five9, integrate CRM, automate outbound dialing and lead flow, and drive training and adoption.
- **Built campaign-level contact-to-conversion waterfall analytics** spanning contact, right-party contact, acceptance, and conversion while partnering with Data to improve targeting and performance visibility.
- **Increased outbound call production 45%** through improved workflows, coaching, and performance accountability.

## Empower

*Vice President, Contact Center Operations | September 2011 - October 2022*

Led enterprise customer service operations supporting more than 30,000 daily interactions across phone, email, chat, and digital channels. Managed a \$55M operating budget with responsibility for more than 900 employees and outsourced partners across six locations.

- **Designed, presented, and implemented a dedicated 52-specialist contact center solution that helped secure a major enterprise retirement-plan client** representing approximately \$40B in assets under management.
- **Generated \$292M in retained assets by creating a compliant distribution-options education and warm-handoff model** that seamlessly connected departing plan participants with IRA specialists.
- **Selected, launched, and governed a 100-seat Philippines BPO partner during the COVID-19 quarantine**, owning implementation, SLAs, quality, staffing, forecasting, and ongoing performance; reduced equivalent labor costs approximately 60% and achieved targeted U.S. performance levels within six months.
- **Reduced service-request volume 40% and increased first-contact resolution 38%** by mobilizing experienced frontline specialists to identify root causes, redesign workflows, and update approximately 3,700 knowledge resources, relieving downstream demand on client-service teams.
- **Improved customer satisfaction 30%** through redesigned training, coaching, and quality-management programs.
- **Reduced fraud losses from approximately \$1M to below \$50K** by creating specialized suspicious-call handling, escalation, and account-protection capabilities.
- **Advanced approximately 20% of associates annually into expanded roles and leadership opportunities**, sustaining a high-performance coaching and development culture across multiple years.
- **Reduced average handle time 25% within three months, generating more than \$4M in annual savings**, through redesigned call handling, workflows, and operating processes.

## Sitel Group (now Foundever)

*Regional Director, U.S. Customer Service | 2008 - 2011*

Owned approximately \$70M in regional revenue and led 2,000 employees across four U.S. contact centers supporting Fortune 100 financial-services and wireless clients.

- **Directed two of the company's top-performing U.S. contact centers in revenue and operating income** through workforce management, operational discipline, and performance improvement.
- **Expanded a major banking client from \$21M to \$50M in annual revenue in less than three years**, scaling delivery across three locations and approximately 1,000 employees while building a new 560-seat Arkansas contact center.
- **Turned around an underperforming operation within one year**, generating approximately \$2M in incremental revenue through leadership restructuring and operational improvement.

## IndyMac Federal Bank

*Assistant Vice President, Sales & Service Operations | 2006 - 2008*

Led outbound mortgage sales and customer service operations spanning lead management, blended calling, and contact-to-conversion analytics.

- **Tripled successful lead penetration and increased annual revenue 206%** by building a new lead-management database and applying outbound waterfall analytics across contact, right-party contact, acceptance, and conversion.
- **Integrated lead generation into customer service operations**, transforming the organization into a revenue-producing sales and service function.

## Gateway, Inc.

*Site Director, Consumer Sales | 1999 - 2004*

Led more than 500 employees across phone, chat, and bilingual consumer sales operations with annual sales exceeding \$1B.

- **Created a customer-retention organization generating approximately \$50M in annual revenue.**
- **Led the company's top-performing site in gross margin and closing rate for three consecutive years**, earning three Top Center Awards and 2000 Center of the Year recognition.

## EDUCATION

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Iowa State University - Bachelor of Arts (BA), Political Science and History