

Clay Tison

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claytison.com

Customer Success, Digital Transformation, Innovation, Technical Strategy,
Content Design, Product Adoption, and Experience Design Professional

EDUCATION

- University of Southern California - Master of Music in Classical Guitar Performance
- University of North Carolina, Chapel Hill - Graduate Certificate in Technology and Communication
- Queens University - Bachelor of Music in Classical Guitar Performance (Summa Cum Laude)
- University of Georgia, Athens

CERTIFICATIONS

- Google UX Design
- CompTIA CTT+
- MCSE
- MCP+I
- CompTIA A+
- Genesys Cloud Certified Professional
- Genesys Cloud Certified Associate

AWARDS

- Gennovation Day finalist (2017)
- PureCloud Hackathon 3rd place (2015)
- PureCloud Hackathon grand prize (2014)

June 2020 - Present, Sr. Director, Customer Success Digital Transformation — Genesys

Fulfill the vision to build a fabric of customer connectivity using tech, design thinking, data, and relationships. Lead a cross-functional team of program managers, product designers, customer engagement leaders, community managers, and systems and software engineers to create user-centric web experiences that demonstrate compassion, personalization, and self-service as our primary driving strategies.

January 2018 - June 2020, Director, Genesys University Technical Strategy and Innovation — Genesys

Provide the technical and innovative strategy for knowledge, training, and customer success initiatives, while leading a cross-functional team of software engineer, online community, professional service, and program managers responsible for the various technologies and services that support Genesys products. Focuses include rapid-onboarding, expanding the talent pool, digital learning, self-service at scale, building community, simplifying access to information, and reducing support costs.

April 2016 - January 2018, Director, Product Adoption — Genesys

Lead the team that delivers strategic digital content that promotes customer self-sufficiency, maximizes license and feature set usage, improves product understanding, and increases customer satisfaction, at scale.

August 2013 - April 2016, Team Lead, Technical Communications Architect — Interactive Intelligence

Responsible for the creative and innovative design, planning, development, organization, and delivery of product knowledge. Manage and mentor the authoring community.

March 2010 - August 2013, Process Documentation Specialist/Technical Writer — Mission Health

Create and maintain a centralized, comprehensive online Help system that includes the creation and publication of eLearning, technical and procedural documentation, and best practices, including skills testing and reporting.

February 2000 – October 2009, Lead Technical Writer — E-Z Data

Lead a team of technical writers responsible for the creation and maintenance of context-sensitive Help systems, as well as installation, user, and style guides, to support various Customer Relationship Management (CRM) platforms.