

ANDREW D. BOYETT

PROFESSIONAL EXPERIENCE

Southwest Airlines | Dallas, Texas

Director, Customer Experience & Digital

2021 –

Design and deliver Customer technology solutions to improve satisfaction and reduce cost in airports and contact centers; responsible for Customer Experience strategy at #1-ranked airline for Customer Satisfaction.

- Reduced calls by 30% by deploying Customer self-service capabilities in desktop and mobile (app) tech stacks
- Established new field-based Customer Experience Team, improved local Satisfaction scores by 10+ points

Senior Manager, Customer Experience Strategy

2017 – 2021

Grew Customer Experience practice from 7 to 400 employees; aligned Board of Directors, C-suite, and senior Leadership Team around strategy for \$3B Customer portfolio (5-yr CapEx) and \$1B annual Customer OpEx.

- Led Customer-centric transformation among operations, e-commerce (mobile & desktop), and marketing teams
- Designed and implemented the Southwest Promise, top driver for 85% of all bookings from May – Dec 2020

Elemetal | Dallas, Texas

2014 – 2017

Chief Operating Officer, Elemetal Capital

Integrated technology, supply chain, and back-office functions for commodities trading desk; expanded role to drive holding company strategy, rebrand eight Consumer and B2B businesses, and realign operating divisions.

- Implemented Agile and Lean Six Sigma programs, reduced supply chain error rates to <1:10,000
- Improved Net Income \$15M by optimizing support services and consolidating back-office processes

Accenture | San Francisco, California

2012 – 2014

Strategy Consultant, Communications-Media-Technology

Advised executive leadership on corporate strategy issues including portfolio optimization, new market entry, innovation, organizational design, and the future of media and technology.

- Technology Devices & Services: defined guiding principles and marketing operating model strategy
- Financial Services: leveraged machine learning for customer segmentation, identifying \$3B in opportunities

Yahoo! | Sunnyvale, California

2007 – 2008, 2009 – 2010

Associate Manager, Business-to-Business Programs

Worked with senior management to prepare Yahoo! HotJobs for sale to Monster.com (\$225M closed Feb. 2010); managed output of product development, business-to-business marketing, creative, and partner marketing teams.

- Managed purchase funnel redesign that increased advertiser sales in excess of 20% year-over-year
- Increased marketing-driven sales by 19% in 4Q09, generated \$645k in second-half revenue at 123% ROI

EDUCATION

Southern Methodist University | Dallas, Texas

Master of Business Administration, Edwin L. Cox School of Business

2010 – 2012

- Cox Marketing Scholar, Dean's Scholar

Stanford University | Stanford, California

Non-matriculated Graduate Student, Department of Psychology

2008 – 2009

- Academic research on team dynamics, organizational design, and institutional innovation

Hampden-Sydney College | Hampden-Sydney, Virginia

Bachelor of Arts, Fine Arts with Honors, Magna Cum Laude

2003 – 2007

- Phi Beta Kappa Society, Omicron Delta Kappa Society, Dean's List, study abroad in Paris

INTERESTS

- Volunteer: St. Philip's School, Dallas L.I.O.N.S., University Park Preschool Association, UP Dad's Club
- Certifications: Scrum Product Owner (CSPO), Bareboat Cruising (US Sailing), Therapy Dog Handler (TDI)