

SIAN CRESPO

TRUCKEE, CA • (650) 387-6868 • sianturnercrespo@gmail.com • sianturnercrespo.com • [linkedin.com/in/sianturnercrespo](https://www.linkedin.com/in/sianturnercrespo)

PROFESSIONAL SUMMARY

Senior Operations and Customer Support Leader with nearly two decades of progressive experience—software engineer turned technical account leader turned operations executive—including 9 years at one organization, growing through two acquisitions from building startup foundations to multi-functional Senior Director leadership. Engineering background brings technical fluency to escalations, systems decisions, and Product/Engineering partnerships. Known for turning founder vision into durable operations—and for leading people through acquisitions, migrations, and rapid growth while maintaining brand culture.

CORE COMPETENCIES

- **Operations & Systems:** Customer Experience, Vendor Management, Process Improvement, OKRs & KPIs
- **Technical:** AI & automation tooling, Technical escalations, Data & dashboards, System implementation
- **Leadership:** Cross-functional leadership, Team building, Stakeholder management

TOOLS

- **AI, Data, & Automation:** Claude, ChatGPT, Zapier, Make, Airtable
- **CRM, Support, & Payments:** Salesforce, HubSpot, Keap (Infusionsoft), Freshdesk, Stripe
- **Collaboration & PM:** Asana, Notion, Slack, Zoom

PROFESSIONAL EXPERIENCE

Functional Nutrition Alliance (acquired by Empowered Education, 2018; acquired by ISSA, 2023) | Remote | 2016 - 2026

Senior Director of Operations & Customer Support – ISSA

01/2023 - 01/2026

- Directed operations across business systems, technology, customer support, payments & collections, sales operations, and project management for a founder-led functional nutrition and wellness education organization within ISSA's portfolio
- Partnered with the founder on annual strategic planning and roadmap development, translating organizational vision into scalable, mission-driven operations while navigating parent-company integrations with care
- Led the CRM migration from Keap to HubSpot and implemented a new payment and order management system spanning Zapier, Keap, and HubSpot – modernizing core revenue infrastructure across customer lifecycle
- Selected and implemented major platforms including PartnerStack (partner/affiliate management) and Zoom Events (sales/marketing events) with associated HubSpot integrations and associated data analytics
- Built the operational reporting and dashboards behind portfolio-level business reviews, giving senior leadership the metrics to drive cross-functional decisions
- Hired, coached, and developed the operations team, building the capacity to absorb acquisition-driven complexity while maintaining service levels, team, and brand culture

Senior Director of Business Systems – Empowered Education

10/2021 - 12/2022

- Directed a team responsible for the company's internal business systems – Salesforce, Infusionsoft/Keap, RingCentral, FreshDesk, Salesforce Service Cloud – owning roadmap, delivery, and ongoing support
- Served as Product Owner for the systems roadmap, aligning priorities with executive leadership and translating business needs into a sequenced delivery plan
- Led the team's transition to Agile, establishing backlog management, sprint cadence, and a clear balance between ongoing support and new feature development

- Rolled out Asana as the standard platform for program, product, and project management across the organization, replacing fragmented tooling with a single source of truth
- Managed vendor and contract relationships, holding partners accountable to SLAs while building the team capacity to scale internal delivery

Senior Director, Support, Services, & Technology – Empowered Education

05/2020 – 10/2021

- Established and led a global Support and Services function during a period of rapid growth, integrating teams and systems across multiple wellness and education brand acquisitions
- Led a distributed team of **20+ employees** across Support, Operations, IT, and Platform Services, maintaining **90%+ SLA delivery** while scaling service volume across email, phone, live chat, and AI assisted support channels
- Unified tools and workflows across FreshDesk and Salesforce Service Cloud, consolidating two support stacks into one customer experience
- Partnered with Product and Engineering on major system migrations and learning-experience enhancements, delivering on schedule across cross-functional dependencies
- Set OKRs and built staffing models and performance dashboards tied to student volume and business targets, giving leadership real-time visibility into Support & Technology operations

Head of Operations & Support – Functional Nutrition Alliance (FxNA)

12/2016 – 04/2020

- Built the operational foundation that supported FxNA's growth from **\$2.5M to \$12M in revenue**, scaling from a single cohort program to **6+ concurrent cohorts** while supporting the company through its acquisition by Empowered Education
- Hired and onboarded the company's first Support and Project Management teams, establishing the structure, workflows, and a remote-first culture that enabled this scale
- Led the implementation of a Practice Management/EMR system for the virtual clinic, upgrading clinical operations and improving practitioner and client experience
- Established the operational systems and team capacity that made the Empowered Education acquisition viable, translating founder vision into durable infrastructure during a period of rapid, demand-driven growth

EARLIER EXPERIENCE

DisplayLink Corporation (2005-2012) and Adder Technology (2012-2014)

- Senior engineering roles spanning software development, field applications, and technical product support. Drove global product launches of USB Graphics and AV/IP-KVM systems with OEM partners (HP, Dell, Lenovo) and enterprise clients in broadcast and post-production (Warner Brothers, Lucasfilm).

EDUCATION

Master of Science (MS), Human Nutrition & Functional Medicine: University of Western States

Master of Science (MS), Computer Science: Birkbeck College, University of London

Master of Arts (MA), Cantab | Bachelor of Arts (BA), Hons – Natural Sciences: University of Cambridge

AI AUTOMATION PROJECTS

Endurance Athlete Performance Platform: Converted a VBA/Excel lactate testing system into a web application for endurance coaches, using Claude to support development.

End-to-End Coaching Platform with AI Support: Architected a full coaching business stack: Stripe checkout, Airtable database, Notion + Make for plan delivery, and a Claude-powered support layer. Demonstrates end-to-end system design integrating payments, data, workflow automation, and AI.