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| **Mike Rich**  **Director of Operation**  ETC Institute  725 W. Frontier Circle, Olathe, KS 66061  [mrich@etcinstittue.com](mailto:mrich@etcinstittue.com)  (913) 254-4580 |  |



**EDUCATION**

MBA Indiana Wesleyan University

BS in Education, Ball State University

**SUMMARY OF EXPERIENCE**

Mr. Rich is an experienced manager with more than 25 years of experience in Project Management and Process Improvement methodology as applied in the call center environment. He has an extensive background in Training and Development as well as management experience in bargaining and non-bargaining environments. Mike is well versed in the use of a broad range of software and client mainframe applications and is an accomplished presenter with excellent written and oral communications skills.

Mr. Rich joined ETC Institute in 2012 as Director of Operations. In this position, he is responsible for all survey administration activities for the company. This includes the hiring and training of all staff, on-going training, quality control, systems and process improvement, and the allocation of resources. He has been involved in all household travel surveys conducted by ETC since 2012. His accomplishments to date include:

* Implemented a state of the art call center system that provides call reporting, monitoring, and recording to improve the effectiveness of the call center.
* Assisted in the implementation of online survey administration.
* Assisted in the implementation of an online payroll and time sheet system.
* Renegotiated and reduced long distance costs by $50,000 per year.
* Consolidated Mobile Accounts and reduced data overage charges by $20,000 per year.
* Implemented the use of Foreign Exchange DID numbers to provide local phone numbers for campaigns.

**PROFESSIONAL EXPERIENCE**

Mike’s career in call center management includes 21 years working for Sprint and its subsidiary (United Telephone of Indiana) as well as Century Link (formerly the Sprint Subsidiary Embarq). Some of the positions he held throughout that time period include:

* *Manager of Training and Delivery for Century Link/Embarq*.
* *Account Manager for Sprint’s University of Excellence*.
* *Program Manager – Sprint’s Consumer Markets Operations*.
* *Sprint Quality Facilitator*