

# Will Humphry

## Customer Experience & Product Management Leader

Customer centric leader harnessing two decades of experience to plan and implement strategies to achieve world class organizational performance. Laser focused on customer journeys to build amazing experiences through product, process, and highly engaged employees while delivering strong business outcomes.

### Work Experience

---

#### Director | Customer Experience

AppFolio

November 2022 - November 2023

Strategy and Operations Director, leading transformation of AppFolio's overall Help Experience strategy, creating customer journeys to drive adoption, increase efficiency, and promote growth

- Developed holistic vision and strategy for digital help at AppFolio
- Scaled technology and processes for cornerstone help capabilities
- Led and mentored a highly engaged distributed team of PMs
- Built and designed In-App experiences that drove competitive advantage
- Drove increased case deflection rate 15 points leading to \$6M in overall savings
- Launched generative AI assistant, improving CX and pushing CSAT above 92%

#### Group Manager | Digital Experience

Intuit

August 2019 - November 2022 (4 yrs)

Group manager leading, developing, and implementing strategic roadmap for Customer Success Digital Experience for Intuit proconnect segment

- Owned and drove overall vision to digitally transform product help and contact channels
- Established and implemented 1-3 year strategy to reduce customer friction in product
- Implemented digital capabilities leading to a 20% reduction in contacts
- Developed product requirements with segment and enterprise teams
- Led a distributed team of PMs delivering 96% Engagement and 98% Manager score

#### Product Owner | Self Help and Community

Intuit

2017 - 2019 (2 yrs)

Developed and executed product strategy for help and community. Brought customer voice into product through CX, data, and rapid prototyping.

- Set priorities for global Product Management and Development team

### Contact Details

---

Phone: 214-498-7957

Email:

[whumphry@gmail.com](mailto:whumphry@gmail.com)

LinkedIn:

<https://www.linkedin.com/in/will-humphry/>

Website:

<https://willhumphry.com>

### Professional Skills

---

People Leadership  
Strategic Thinking  
Product Development  
Customer Experience  
Process and Operations  
Business & Data Analysis  
Contact Center  
Management  
Process Improvement  
Agile Certified

### Software Skills

---

GSuite | Office  
Wordpress  
Salesforce.com  
Intercom  
Tableau  
Jira | Trello

### Personal Skills

---

Linux & Open Source  
Network Infrastructure  
Self Hosting  
Personal Finance &  
Investing  
Fishing, Hiking, & Outdoors

- Managed matrixed teams across North America and India with best-in-class engagement
- Revamped product Help Strategy to increase engagement by 2X
- Implemented Khoros Community driving a 250% increase in engagement
- Utilized Intuit Innovation frameworks to accelerate customer outcomes

## Operations Manager | Customer Success

Intuit

January 2012 - September 2017 (5 yrs)

Responsible for driving action and results leveraging business intelligence. Drove innovation and injected customer voice across product lines.

- Managed contact center business operations and intelligence
- Responsible for leading planning cycles for contact experience teams
- Drove \$2M in operational efficiencies through process improvement
- Launched text analytics capabilities to improve data quality and customer NPS

## Education

---

### Bachelor of Arts

University of Puget Sound

Comparative Sociology

### School for International Training

College Study Abroad, Social & Political Transformation

Ethnographic Studies | Post-Apartheid Cultural Shifts

## Honors & Awards

---

### CEO Customer Success Award

Intuit

2018, 2015

Billing & Payments | Digital Advancements | Product Innovation

### Six Sigma Greenbelt

Intuit

2002

Generated \$1.2M savings through order processing improvements