KATHERINE WILLIAM-BOTROUS

VICE PRESIDENT OF SALES | SENIOR SALES & OPERATIONS EXECUTIVE

KWB
GOAL DRIVEN, GROWTH FOCUSED

Oklahoma kwb@kwbotrous.com kwbotrous.com linkedin.com/in/kathy-william-botrous

EXECUTIVE PROFILE

Sales, customer service, client success, and operations executive with more than 20 years of progressive leadership across contact-center operations, sales performance, workforce planning, talent acquisition, quality, and support services. Builds accountable, high-performance teams and operating systems that improve retention, service quality, cost discipline, customer outcomes, and profitable growth. Known for translating complex performance data into practical priorities while developing leaders and strengthening enterprise client relationships.

LEADERSHIP EXPERTISE

- **Sales Leadership**
- **Tech Support**
- **Contact Center Operations**
- **Workforce Management**
- **Sales Operations**
- **Customer Success**
- **P&L / Financial Performance**
- **Cross-Functional Leadership**
- **Customer Service**
- **Operational Excellence**
- **Forecasting & Capacity Planning**
- **Talent & Leadership Development**

SELECTED CAREER IMPACT

38% → 17%
Turnover reduced within six months

42%
Indirect labor cost reduction

96–98%
Monthly quality vs. 90% goal

300–375
Employees in Tulsa site leadership scope

EXECUTIVE EXPERIENCE

REMINDERMEDIA

NOV 2023–PRESENT

Vice President of Sales

Full P&L and budget ownership of a $10M business unit with cross-functional accountability across sales, marketing, design, engineering, product development, and training.

- Grew annual revenue from $4.6M to $8.6M in two years (+87%), delivering +48% growth in the first full year (2024) and +26% in year two (2025).
- Scaled the sales organization from 5 to 22 elite, full-cycle account executives averaging $110K in annual earnings who prospect, close, and manage their own books of business.
- Sustained a 22.3% average win rate, nearly double the company target of 11–12%.
- Redesigned marketing and lead generation strategy, cutting cost per lead from $28 to $12 (57% reduction).
- Improved NPS from 68 to 87 by elevating service delivery and customer experience standards.
- Directed product development of new platform features that increased customer retention and added lead-generation and performance-tracking capabilities.
- Eliminated a three-day design production backlog through automation, achieving same-day turnaround with the queue cleared nightly.
- Redesigned the commission structure to a percentage-based model, improving payout transparency and incentivizing full-cycle account ownership.

TELVISTA

AUG 2019–NOV 2023

Senior Executive Director, Operations | Director of Support Services | Director of Talent Acquisition

- Advanced through three leadership roles in four years, expanding from talent acquisition into enterprise support services and senior operations leadership.
- Owned the call center operations for sales, customer service, and tech support for Verizon in both the U.S. and Mexico, overseeing more than 1,500 headcount.
- Directed recruiting, training, quality, and leadership development for corporate headquarters, aligning the systems used to hire, prepare, coach, and sustain high-performing teams.

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iPACESETTERS, LLC. 2008–2019

Vice President, Client Success | Corporate Headquarters Site Director | Senior Operations Manager | Earlier Operations Leadership

Progressed across quality, operations, site leadership, and client success roles supporting sales, service, and enterprise account performance.

- Held responsibility for a 300–375-employee Tulsa operation handling more than 45% of company volume and revenue, including financial performance, retention, quality, talent, and day-to-day operations.
- Reduced turnover from 38% to 17% within six months and sustained monthly quality at 96–98% against a 90% goal through operating discipline, manager development, and team engagement.

iPACESETTERS, LLC. 2008–2019

Selected Transformation & Growth Outcomes

- Reorganized the call-center structure, reducing indirect labor cost 42% in two months and contributing a 12% improvement in profitability.
- Developed a three-level manager training program and implemented more than 20 process or policy improvements addressing absenteeism, attrition, and performance.
- Reduced training turnover 60%, operations turnover 30%, and absenteeism from 38% to a consistent 3–5% through pre-orientation, red-flag meetings, policy change, and manager accountability.
- Grew the Spectrum account from 17 to 189 FTE; proposed and launched a Spanish line of business within three weeks, scaling it from 5 to 81 FTE with 130%+ performance and 41% profitability reported in the source record.
- Scaled an AT&T small-business B2B sales operation from 14 to 126 FTE in seven months while supporting forecasting, executive reviews, training, incentives, customer satisfaction, and revenue planning.
- Led strategic account management for AT&T, applying solution-selling techniques to grow client base and revenue while providing leadership and training to supporting department heads and operations on product knowledge and customer management.
- Maintained strategic enterprise relationships across the career record, including AT&T, Wells Fargo, Verizon, Citi Bank, and Bank of America, with consistent focus on solution selling, client needs, and account growth.

TCIM SERVICES 2005–2008

Workforce Manager | Recruiter | Lead Supervisor | Sales Representative

- Managed real-time call volume and staffing for a 620-FTE operation; increased service levels 11%, reduced abandonment below 3%, and lowered shrinkage from 30% to 7% within two months.
- Supported 230–250 hires per month through full-cycle recruiting and sourcing; earlier progressed from top-performing sales representative into frontline leadership.
- Managed quality for multiple Financial Services clients as Quality Manager, developing supplier quality plans and formal process training while supporting ISO 9000 certification audits and inspections.
- Improved operational capacity and client performance, contributing to 14% additional volume, a 17% increase in sales results, and #1-vendor standing in the source record.

EDUCATION

BACHELOR OF SCIENCE, BUSINESS ADMINISTRATION & MANAGEMENT 2013–2015

Brown Mackie College–Tulsa

ASSOCIATE DEGREE, BUSINESS ADMINISTRATION & MANAGEMENT 2007–2012

Tulsa Community College

SELECTED PROFESSIONAL DEVELOPMENT

- Performance Management: Setting Goals and Managing Performance
- Humble Leadership: The Power of Relationships, Openness, and Trust
- Success Strategies for Women in the Workplace
- Four Simple Strategies to Boost Creativity and Productivity
- Stepping Up: How Taking Responsibility Changes Everything