

Richard Dominic Cortez

Results-driven global operations and services executive with a proven track record of building, scaling, and transforming high-performance organizations across SaaS, IT outsourcing, customer success, and professional services. A strategic and hands-on leader, experienced in M&A integration, global delivery optimization, partner strategy, digital transformation, and executive stakeholder engagement. Over three decades of experience driving revenue growth, profitability, and operational excellence across Fortune 500 clients and fast-growth technology firms.

Credentials & Expertise

Expertise

- ◆ Operations Management
- ◆ Business Transformation
- ◆ Cost Reduction Management
- ◆ Growth Strategies
- ◆ Business Planning
- ◆ Churn Management

Industries

- ◆ Technology & Software
- ◆ Manufacturing
- ◆ Consumer Products
- ◆ Media
- ◆ Science & Healthcare
- ◆ Education
- ◆ Aerospace

Highlights

- ◆ **Rithum, Inc.**, Senior Vice President, Global Operations
- ◆ **Citrix**, Managing Director, Customer Success, Managed Services, Innovation, Strategy, Go to Market

Associations & Certifications

- ◆ PMP, ITIL, Six Sigma Green Belt
- ◆ International Executive Development Program (IEDP)
- ◆ Developing High Performance Organizations (DHPO)
- ◆ Dell Emerging Leaders Program

Achievements

- ◆ Founding executive of Dell's ITO and Business Process Outsourcing division, scaling the business from \$50M to \$1.2B in ARR over ten years.
- ◆ In five years built a 2,200-person global services team that delivered \$255M ARR with 30% YoY growth: recognized by Gartner as the #1 Global Field Services organization in 2012.
- ◆ Recovered and transformed an unprofitable \$145M Technical Account Management business serving 1,530 customers whose portfolio included 498 of the Fortune 500.

Education

- ◆ **BA in Business Administration & Management**, San Jose State University

For over 15 years, BGA has proudly filled the gap that often exists between accounting firms striving to maintain independence and their clients. We understand the compliance requirements and needs of our public and private clients. Our unwavering commitment to excellence has enabled us to assist thousands of domestic and international companies with everything from complex M&A transactions to IPOs and technical accounting for financial reporting.

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Experience



Rithum Inc.

◆ Senior Vice President – Operations, Managed Services, Support, Customer Success, Strategy, Go to Market – 2023 to 2024

- ◆ Directed SaaS Operations for a \$355M private e-commerce company, overseeing 510 employees and 43,000 customers. Spearheaded global operational integration across CommerceHub and ChannelAdvisor, leading to a unified rebrand under Rithum.
- ◆ Managed a \$100M outsourcing initiative covering support, onboarding, and professional services, driving global alignment and cost efficiencies by consolidating operations and relocating to high-value regions, resulting in a 25% cost reduction.
- ◆ Executed a company-wide transformation strategy, including digital integration of three platforms, automation of onboarding (1,900 new customers/year), deployment of service case management (75K cases/year), and enhancements to customer enablement and self-service capabilities.
- ◆ Instituted scalable Operational Playbooks and performance frameworks encompassing productivity, utilization, time tracking, KPI reporting, change management, and integrated Customer Success and Account Management.
- ◆ Reduced churn by 27% through targeted strategies such as onboarding automation, KPI dashboards, training bootcamps, and forecasting models.
- ◆ Developed a new services framework with updated pricing, commercial agreements, and partner strategy, eliminating unprofitable engagements and improving NPS.



Citrix Inc. ◆ 2013 to 2023

Managing Director – Customer Success, Managed Services, Innovation, Strategy, Go to Market

- ◆ Revitalized a declining Cloud Managed Services Business transforming it into a \$166M operation with 74% gross margin and 75 NPS business.
- ◆ Led the cultural and business transformation of a \$145M Technical Account Management team, serving 1,530 customers - including 498 of the Fortune 500 - doubling profit, achieving 80 NPS, transformed Go to Market, redesigned the service offering and sustained 30%+ ARR growth for 12 quarters.
- ◆ Directed a two-year rebuild of a \$1.2B Customer Success organization (1,800 team members, 61K customers, 5M licenses), including of all service offerings, organization design, marketing, enablement, go-to-market, and digital transformation strategy.

Sr. Director – Professional Services, Enterprise Mobility, Engineering and Micro App Delivery Practice

- ◆ Led a global transformation of a \$110M Managed Services organization, improving profitability from -10% to 38% within two years.
- ◆ Scaled a remote consulting delivery from 0% to 60% over five years, and pioneered ITIL-aligned customer journey focused enterprise mobility business solutions.
- ◆ Published and standardized WW mobility consulting guides, run books, and best practices.
- ◆ Built Citrix's Enterprise Mobility Go-to-Market Strategy and Services Framework.
- ◆ Delivered Global Sales Kickoff Keynote address in Anaheim, CA entitled: Enterprise Mobility Critical Success Factors.

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Experience

DELL Technologies

Dell Global Services ◆ 2003 to 2013

General Manager – Director of Global Field Services

- ◆ Built a 2,200-person global services organization from the ground up, delivering \$255M in ARR with 25% YoY growth over five years.
- ◆ Credited with elevating Dell to the #1 global leader for Field Services in Gartner's Magic Quadrant (2012).
- ◆ Established a scalable, cost-effective structure using an innovative quadrant supplier model that automatically allocated partner revenue based on performance, contributing to long-term success following NTT's 2016 acquisition.

Client Executive Director, Citi Global Account

- ◆ Led a successful services account recovery that resulted in a gross margin transformation from -120% to 26%.
- ◆ Scaled Citi Global Services revenue from \$2M to \$25M annually (\$135M TCV) within three years.
- ◆ Led solution sales pursuits and delivery teams in the United States, Singapore, Japan, United Kingdom, Mexico and Brazil.
- ◆ Recognized as the sole "must retain" Dell resource in the SOW for the company's largest and most successful business process outsourcing engagement with Citi.

Managed Services Transition Manager

- ◆ Served as IT Outsourcing Transition Manager and single point of accountability strategic planning, due diligence, end-to-end transition management, governance, and account recovery for IT managed services.
- ◆ Served as Enterprise Transition Manager for Boeing, Unilever, New York City Department of Education, Honeywell, Phillips.

Seven Layers Communications ◆ Vice President/Co-Founder – 2001 to 2003

- ◆ Led consulting delivery and operations, across media, sciences, and engineering-based technology solutions.
- ◆ Managed four delivery teams in across the United States, Mexico, Brazil, and Argentina achieving 18% growth over seven consecutive quarters in a declining market
- ◆ Elevated sales entry points from technical operations to executive level across all accounts.

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Experience



Silicon Graphics Inc. (SGI)/Cray Research ◆ 1996 - 2001

Sr. Manager, Professional Services Business Development

- ◆ One of 15 founding members of SGI's Global Professional Services division that led its growth to 315 employees and \$350M+ annual revenue across 20 countries within five years.
- ◆ Developed a Latin American partnering strategy that doubled regional revenue in three quarters.

Strategic Partnerships/Alliances Manager

- ◆ Increased margins by 6% in the first year through standardizing AOP business planning and focusing partner managers on revenue generating, strategic or mandatory tactical relationships.

Contact Us

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Blythe Global Advisors is headquartered in Southern California with a broad geographic reach across the United States via the BlytheTeam®

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