

## AL TOLLEFSON

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### TECHNICAL CUSTOMER SUCCESS MANAGER

*Technical Relationship Management | Customer Experience | Digital Operations*

### PROFESSIONAL SUMMARY

Results-driven Technical Customer Success professional with 30+ years of experience bridging the gap between complex digital platforms and customer needs. Expert at managing high-value technical relationships, improving product adoption, and coordinating cross-functionally to resolve technical friction. Veteran with a proven track record of reliability, clear communication, and a service-first mindset. Seeking a Technical CSM or Account Management role in a high-growth SaaS or Digital Health environment.

### CORE COMPETENCIES

- **Customer Success:** Relationship Management, Account Health, Retention Support, Customer Advocacy.
- **Technical Operations:** Technical Problem-Solving, User Access & Permissions, Platform Usability, Technical Triage, Documentation.
- **Collaboration:** Cross-functional Team Leadership (Sales, Support, Engineering), Stakeholder Management.
- **Tools:** Google Workspace, Microsoft Office Suite, CRM Systems, HubSpot, Adobe Commerce (Admin), Digital Portals.

### PROFESSIONAL EXPERIENCE

**TRAFERA (formerly Trinity3 Technology) | Saint Paul, MN**

**Technical Customer Success Lead / Digital Operations | Jan 2014 – Jan 2025**

- Managed technical relationships and digital portal access for a customer base of thousands, ensuring high platform uptime and user satisfaction.
- Partnered with Sales and Customer Success teams to identify and resolve technical roadblocks, contributing to a measurable increase in account retention.
- Administered complex user roles and permissions for 200+ internal and external stakeholders, improving system security and data integrity.
- Developed and maintained a comprehensive internal knowledge base and customer-facing documentation to streamline self-service and reduce support escalations.
- Conducted high-level product walkthroughs and technical demonstrations for key accounts to drive feature adoption and platform value.

**FOCUS TECHNOLOGY** | Chanhassen, MN

**Marketing & Digital Operations Manager** | Aug 2005 – Jan 2014

- Optimized digital customer touchpoints and lead-generation platforms, resulting in a 25% increase in inbound inquiries.
- Managed vendor relationships and technical service providers to ensure consistent delivery of digital marketing initiatives.
- Collaborated with cross-functional teams to align technical capabilities with customer-facing brand standards.

**TOLLEFSON DESIGN** | Maple Grove, MN

**Owner / Principal Consultant** | Jan 1989 – Aug 2005

- Provided end-to-end technical support and digital strategy for a diverse portfolio of small business clients.
- Built long-term client relationships through responsive service and practical problem-solving.

**UNITED STATES AIR FORCE** | Biloxi, MS & Wiesbaden, Germany

**Special Purpose Vehicle Mechanic / Heavy Equipment** | Jan 1984 – Jan 1990

- Maintained mission-critical heavy equipment under high-pressure conditions.
- Represented USAFE as a competitive downhill skier, placing 3rd overall in Europe.

**EDUCATION**

Minnetonka High School — High School Diploma