JARETT TANNER

Customer Experience & Sales Leader | Built Purple's Inside Sales Team from $0 to $94M a Year | Team Builder, Coach & Customer Strategist

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PROFESSIONAL SUMMARY

Customer experience and sales leader who builds revenue teams from nothing. Built Comfort Concierge, Purple's inside sales team designed around service, from $0 to $94M in annual revenue in four years, with a 30%+ close rate and 4.9/5 customer satisfaction, as Purple climbed to a $2B market cap. Personally hired and trained roughly 100 people along the way, then built a 12-person marketing agency inside Moxie Pest Control in four months. Known for understanding customers deeply, turning that into strategy a business can execute, and building teams people want to stay on.

CORE SKILLS

Customer Experience & Service Operations: Contact Center Operations, Customer Journey Mapping, Voice of Customer & Consumer Sentiment, Service Recovery, Customer Retention Strategy, CSAT/NPS

Sales Leadership & Enablement: Building Teams from Scratch, Hiring & Onboarding, Call-Review Coaching, Playbooks & Talk Tracks, Sales Process Design, Hospitality & Government Accounts, Consumer Financing Programs (Affirm, Progressive Leasing)

Marketing & Customer Strategy: Go-to-Market Strategy, Sales & Marketing Alignment, Brand & Business Strategy, Funnel & Attribution Modeling, KPI/ROI Modeling

Systems & Tools: HubSpot, Zendesk, NICE inContact, RingCentral, Salesforce (working knowledge), Google Workspace, CRM Workflow Automation, AI/LLM Tool Integration (Claude, Ollama)

PROFESSIONAL EXPERIENCE

Independent Consultant — Customer Strategy, Marketing & Systems | Self-Employed *March 2024 – Present*

- Advise small and early-stage businesses on customer strategy, market positioning, competitive analysis, and growth planning.
- Created the positioning, messaging, and mobile-first website design for Provo Bookkeeping, a Utah County bookkeeping practice.
- Built the operating backbone for PMI Reliant, a property management company with 150+ units across nine properties, reporting directly to ownership: automated customer intake, lease tracking, and accounting review workflows.
- Put AI to work on the customer side: deployed an AI voice assistant that handles inbound call routing and intake and a private knowledge base assistant (Ollama), then trained the entire staff to use AI tools.

Director of D2D Marketing | Moxie Pest Control, Corporate Support (MPC, LLC) *May 2023 – March 2024*

- Recruited to build an in-house marketing agency for the door-to-door sales organization, the company's main revenue engine. Founded the department and had a 12-person team producing within four months.
- Built a team culture that scored in the 90th percentile for employee satisfaction.
- Rebuilt the collateral system and delivered 150+ projects in 10 months, cutting production time from 1–3 hours to 15–45 minutes per piece and content consumption time from ~15 minutes to under 5.
- Drove double-digit headcount growth in the first 10 months through recruiting strategy, a 15-member influencer program, and a 600% increase in social media engagement.
- Negotiated vendor contracts and channel partnerships on favorable pricing and terms, and turned technical data into strategic recommendations for C-level executives.
- Consolidated 100+ TB of content into a new content management system at an estimated 80% cost savings.

Founding Leader, Inside Sales & Customer Experience | Purple Innovation *Sept 2017 – March 2023*

Official titles: Integrated Marketing Manager & Product Leader (2019–2023); Product Manager & Team Leader — Service Recovery, Sales, Payments & Financing (2017–2020)

- Championed a sales team built on service and built it from the ground up as Comfort Concierge, growing revenue from $0 (2017) to $94M a year (2021), a 78-fold increase over its first full year (~$1.2M in 2018).

- Personally interviewed and hired roughly 100 sales and service professionals as the sole interviewer, and trained every one of them to sell the product line.
- Built the coaching system behind a 30%+ close rate and a 4.9/5 customer satisfaction score: daily call-recording reviews that turned top-performer behavior into talk tracks and playbooks the whole team used.
- Led the sales team directly (about a dozen reps plus an outside agency of equal size), then served as right hand to the Director of Sales, directing training and performance across the 100+ person operation.
- Led Tier 2 service recovery as the sole customer service manager for public and executive escalations, working directly with corporate communications; held an 80% client retention rate and built feedback loops from support into product development.
- Grew consumer financing revenue from $100K to more than $1M a month as owner of the Affirm and Progressive Leasing programs, leading 12 specialists plus outside partners and training the sales team to sell financing.
- Ran the operation lean, designing operating models that drove operating expense down to $0.03 per dollar, and trained staff on CRM and contact-center workflows (Zendesk, NICE inContact).
- Championed Purple's on-site selling experiences, including live chat and video sales, and architected the first version of its product quiz: defined the selling process behind it and ran customer research on each iteration alongside the research team.
- Originated Purple's hospitality business, pursuing hotel and Airbnb clients when no one else in the company was, and sold to government buyers including the Department of Defense and the State Department during the pandemic, closing deals from the mid five figures to six figures.
- Brought the customer's voice into marketing as Integrated Marketing Manager, leading a special-projects team with full management responsibility: turned sales-floor insight into marketing strategy and targeted campaigns, and built attribution models with data teams that tracked hundreds of millions of dollars in multichannel sales.

Operations Manager | Andersen Restorations (part-time) *Nov 2015 – May 2017*

- Ran the office through a period of 300–400% growth, handling 30+ customer service and sales conversations a day alongside marketing, fulfillment, and inventory.

EDUCATION

Bachelor of Science in Marketing | Utah State University, Jon M. Huntsman School of Business

Magna Cum Laude • Dean's List • Huntsman Scholar

- Capstone: full market analysis and growth plan for a small-business client, whose business grew roughly 4x after following the recommendations; continued advising him for several years.