

# MICHAEL TANK

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## PROFESSIONAL SUMMARY

Program and Project Operations & design-literate product/CX ops & communications leader with over a decade of remote experience driving customer support/success, process improvement, and cross-functional collaboration for startups and mission-focused organizations. Saved \$200k+/year at Scoot Networks. Proven to lead distributed teams, deliver data-driven solutions that enhance customer experience / operational efficiency, and synthesize complexity for media & documentation. Ideal fit for remote/hybrid product operations or communications role in a mid-sized B2C company in SaaS / energy / climate.

## EXPERIENCE

### *Founding Operations / Chief of Staff*

**Stereoscope Productions LLC - Portland, OR**

**11/2025- present**

- **Startup Discovery:** Immersive video production startup pivot to enterprise infrastructure for 3D media & data. Led team through demo production and provisional patent filing in Q2 2026. Market research and development to de-risk the IP landscape. Conducting initial GTM product development research, brand strategy, fundraising strategy, and startup operations.

### *Fundraising Support Operations Analyst | Salesforce-to-Zendesk Migration*

**MZLA Technologies Inc. (dba Mozilla Thunderbird) - Portland, OR (remote)**

**01/2025-03/2026**

- **Support Operations:** Maintained continuity of operations for \$12M fundraising campaign for open-source SaaS during Salesforce-to-Zendesk transition. Implemented workflow improvements and documentation for CRM migration in time for Thunderbird Pro launch; contributed to AI strategy.
- **Data & UX Analysis:** Proposed data-driven strategies to improve CSAT by 10-15%. Performed A/B testing to test new CX language and dispute success rates. Journey-mapped donor + tech support UX to identify improvements in CX response quality and product usability.

### *Climate Technology Fellow - Cohort 6*

**Climatebase Fellowship - Portland, OR (remote)**

**09/2024-12/2024**

- **Industry Research:** Curriculum in climate technology, covering energy, transportation, and corporate sustainability.
- **Project Management/Product Operations:** Drove operations for sustainable consumer finance MVP, tracking Agile sprints and facilitating UX interviews to shape product roadmaps and client engagement approaches.
- **Team Leadership:** Directed regenerative ecology capstone, coordinating project milestones, user/market research and data analysis for app/product development.

### *Western US Design Team & Implementation Manager | Certified Permaculture Designer*

**Food Forest Abundance - Orlando, FL (remote from Western US)**

**07/2021-08/2024**

- **Team & Project Management:** Oversight of contributors & vendors at climate-adaptive ag start-up. Onboarded 40 installers and managed 8 designers supporting best practices for 100+ residential clients. Led & implemented FFA's first and second perma-blitz initiatives onsite in New Mexico within budget.
- **Design, Sales & Client Success:** Produced comprehensive design/install documentation and implementation quotes for 50+ projects using Google Earth/Adobe tools. Team-leading 10% lead-to-sale conversion rate.

### *Product Operations & Customer Experience Lead*

**Electra Mobility (dba Ridepanda) - San Francisco, CA (remote)**

**09/2020-12/2020**

- **Customer Support & Success:** Team member #5 at micromobility startup during e-commerce launch & Black Friday sales. Established first fulfillment KPIs (i.e. 90% on-time delivery estimates) and first policies & QA procedures for all post-sales client engagement. Managed product listings, vehicle ratings data.
- **Product Operations:** Formulated scaled business models with estimated costs, time/energy expenditure, and profitability thresholds. Launched new pricing tiers to clarify value propositions for vehicle service products.

### *Senior Customer Support Lead (Service Enablement | Product Operations)*

**Scoot Networks (acquired by Bird Rides, Inc. June 2019) - San Francisco, CA (hybrid)**

**04/2017-12/2019**

- **Product Operations and Cross-Functional Leadership:** Coordinated with Product, Finance & Fleet stakeholders to eliminate 40% of tows (\$200k/yr savings on \$5M revenue) with effective change management. Advocated for process redesign & UI changes in mobile app, improving user clarity on parking liabilities and driving 20% reductions in customer

escalations. Analyzed and advocated for strategies to incentivize riders to charge vehicles - increasing ride volume & improving energy efficiency.

- **Program & Service Enablement:** Led update of CX documentation across four vehicle types and coordinated rollout of translated technical SOPs for LatAm/EU teams, ensuring scalable procedures & training for global implementation.
- **Team Leadership & Talent Development:** Trained and onboarded 5 new hires in SFO CX team; interviewed and evaluated dozens of candidates across CX & other departments. Maintained high CSAT scores as Zendesk CRM power user, modeling best practices for engagement as senior team member.
- **Customer Advocacy & High-Risk Escalations:** Investigated high-risk customer escalations (e.g. collections, CC disputes, citations, insurance claims, vehicle damages). Synthesized operational and budget data on incidents exceeding \$500k in scope, acting as liaison w/ external + internal stakeholders.

## **Strategic Communications | Creative Direction | Program Management Community | Ecology | Design - (freelance, remote)**

**06/2007- present**

Led sustainability-focused communications and program initiatives for nonprofits and small businesses, integrating stakeholder engagement and brand development across digital and print media. Developed & implemented multi-channel communication strategies, designed educational and community engagement programs, and coordinated teams to launch new initiatives.

### **Projects include:**

- **One Earth Initiative Society - One Earth Living Brand & Media Consultant**  
**Marketing & Research:** Created and executed an independent education campaign on climate mitigation and adaptation, resulting in acquisition by a larger NGO. Contributed media research & writing for community & stakeholder engagement. Contributor to 2025 circular economy study for major US metro.
- **Berkeley Fellowship of Unitarian Universalists - Digital Media Lead**  
**Print & Web Media:** Directed design sprints for branding, web design and book layout for oral history project. Coordinated with multiple stakeholders & managed a design intern to deliver the project successfully.
- **EcoCity Builders — Design Consultant, International EcoCity Framework and Standards**  
**Stakeholder Communications:** Produced infographic campaigns and presentations to drive adoption of IEFS sustainability frameworks with the UN, cities, and other diverse international stakeholders.
- **CA Student Sustainability Coalition - Executive Committee, Brand Design**  
**Brand & Communications:** Led brand and communications for statewide sustainability policy initiatives. Developed event media kits, brand and logo.  
**Research & Education:** Led action research unit and developed curriculum for student-taught Education for Sustainable Living Program.
- **Tree Media Group - Web Design, Action Campaign, Leonardo DiCaprio's The 11th Hour**  
**UX/UI Design:** Implemented website and social media outreach for one of the first major climate change documentaries, increasing public engagement and educational outreach.

## **EDUCATION & CERTIFICATIONS**

University of California, Los Angeles. B.A. in Design | Media Arts, minor in Geography. Regents' Scholar.

Climatebase Fellowship, 2024 | BlueDot AGI Strategy Certification, 2026 (pending) |

Permaculture Design Certification, Living Mandala, 2010 | Advanced PDC, Oregon State University, 2018

## **SKILLS**

**Technical/Analytical Tools:** Salesforce, Zendesk CRM, basic SQL, data analysis, Microsoft/Google, Adobe CS, Figma, HTML/CSS, Wordpress, Jira, Zapier, cloud AI (Perplexity, Lovable, Sourcetable, Claude), local AI (Openclaw, AnythingLLM) | **Product/Program Operations:** stakeholder alignment, success metrics, performance tracking, coaching, cross-functional collaboration, project management, fundraising operations & funnel development | **Customer Experience/Enablement:** onboarding, training, escalations, documentation, customer advocacy, sales & fulfillment, user research, process improvement, CX advocacy | **Startup/Industry Experience:** SaaS, launch and scaling operations, sustainability/climate, agriculture & food systems, electric vehicles, energy efficiency, new media | **Digital/Print Communication:** brand development, multimedia campaigns, creative direction | **Nonprofit/Public Sector:** strategic initiatives, governance, volunteer & community engagement | **Clifton Strengths:** strategic, ideation, belief, responsibility, relator | **Languages:** English | Spanish