

BRUNO MALNOVIC

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C-SUITE OPERATIONS & CUSTOMER EXECUTIVE

Chief Delivery Officer · Chief Customer Officer · Chief Operating Officer
Healthcare SaaS at enterprise scale · AI-powered operations · PE-backed transformation

Enterprise operations and customer executive with 20+ years building and leading the functions that deliver, support, and retain revenue for healthcare and SaaS platforms, most recently through PE-backed transformation. Owned P&L from \$15M to \$130M and led globally distributed organizations of 200+ across customer support, professional services, and managed services. Known for turning around organizational health, building 24x7 global delivery, and operationalizing AI as an operating layer rather than a pilot, while leading M&A integration in highly regulated environments. Top-2% company-wide recognition at both symplr and Netsmart.

-11 → +56	98%	~65%	\$5M+
Employee NPS turnaround in 12 months	CSAT sustained with 24x7 global delivery	Fewer enterprise escalations	Operational efficiencies; 13% cost reduction

EXECUTIVE COMPETENCIES

- Enterprise Operations Strategy & Execution
 - P&L Ownership (\$15M – \$130M)
 - Customer Lifecycle: Support, Professional Services, Managed Services
 - Global Delivery Build-Out (U.S. / India / Philippines / BPO)
 - AI-Powered Operations: LLM Orchestration & Agent Architecture
- PE-Backed Operational Excellence & Transformation
 - Organizational Turnaround & Culture
 - Product & Engineering Partnership / Voice of Customer
 - Enterprise Escalation & Retention Strategy
 - M&A Operations Integration
 - KPI & Operating Cadence (CSAT, NPS, FCR, TTR, SLA)
 - Regulated Healthcare Environments

PROFESSIONAL EXPERIENCE

Vice President, Customer Support (Delivery & Transformation) | symplr

Nov 2022 – Present

Report to the Chief Delivery Officer of a PE-backed healthcare operations SaaS company. Own a \$15M P&L and a 200+ person organization across the U.S., India, and the Philippines (40% onshore, 40% offshore, 20% BPO) supporting 80+ products, 2,400+ accounts, and 1M+ annual work items across Workforce Management, Credentialing, Spend Management, Provider Services, Compliance, and Quality.

- Set the enterprise support and delivery strategy for the full product portfolio, aligned to revenue, retention, and scalability targets.
- Selected by the Chief Delivery Officer to lead Professional Services on an interim basis (Oct 2025 – Apr 2026) through a leadership transition. Stabilized at-risk implementations and executive-level escalations, restored delivery cadence and client confidence, and transitioned a steady-state function to the incoming leader.
- Turned employee NPS from -11 to +56 in 12 months through leadership development, recognition, and transparent communication, while holding attrition under 3%.
- Built offshore delivery centers in India and the Philippines for 24x7 coverage, sustaining 98% CSAT while improving time-to-resolution by 20%+.
- Architected and shipped an internal AI assistant for the support organization, starting on Microsoft Copilot Studio and Power Automate and now evolving to an LLM architecture on AWS Bedrock with intelligent case routing and Salesforce integration. Cut escalations 50% and handle time 60%; now extending AI-assisted development tools to 50 Tier 2/3 analysts.

- Reduced enterprise escalations by ~65% through proactive account management and data-driven early-warning signals, backed by a standardized escalation framework that improved resolution outcomes by 75%.
- Delivered a 50% improvement in First Call Resolution, 60% reduction in case aging, and 50% reduction in global backlog, while cutting operating cost 10% through staffing model redesign and Lean-based process improvement.
- Third-party quality study rated symplr technical support best-in-class among peers.
- Introduced Power BI and Salesforce dashboards for real-time SLA visibility and executive reporting; partner with Product and Engineering so customer feedback shapes release quality, roadmap priorities, and support readiness.

Senior Director, Support Services | Netsmart Technologies

Oct 2016 – Nov 2022

Directed national support and managed services across six locations for a \$130M business line. Owned P&L, client delivery, and M&A operations integration.

- Led M&A operations integration that eliminated 28% redundancies while preserving business continuity, regulatory compliance, and customer retention.
- Led enterprise service transformation (tier redesign, Salesforce and ServiceNow upgrades, KPI reporting modernization), delivering 27% higher throughput and 6% faster resolution.
- Built and developed a multi-location leadership bench of 50+, driving performance through leader development and cultural alignment.
- Served as executive liaison to strategic accounts and product teams, resolving critical client issues and channeling customer feedback into roadmap decisions.

Director / Senior Manager / Manager, Client & Support Services | Netsmart Technologies

Jul 2007 – Oct 2016

Promoted through successive leadership roles spanning support operations, credentialing services, escalation management, and Salesforce enablement.

- Launched and scaled Tier 1 support across six offices, doubling productivity through metric-based performance management.
- Directed Salesforce enhancement projects and delivered a client-facing support portal 25% under budget.
- Personally retained \$1M+ in ARR through executive resolution of high-profile client escalations.

Regional Support Technician | Netsmart Technologies

Oct 2004 – Jul 2007

Hands-on technical support for healthcare provider clients; the foundation of 20+ years in healthcare technology operations.

RECOGNITION, CERTIFICATIONS & EDUCATION

Recognition	Certifications
• symplr Circle of Excellence (2025) and Forge the Path (2023) — top 2% company-wide • Netsmart Masters Award (2011, 2021) — top 2% company-wide	• Certified Lean Six Sigma Green Belt, Six Sigma Global Institute (2018) • Mental Health First Aid Certified (2021) • QPR Suicide Prevention Training, QPR Institute
Education	
• New York Institute of Technology, Central Islip, NY — Studies in Computer Science, Data Analytics & IT Management	