Brian Feliberty

OPERATIONS LEADERSHIP | BUSINESS TRANSFORMATION | TECHNOLOGY ENABLEMENT

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PROFESSIONAL SUMMARY

Operations and client delivery leader with more than 20 years of experience across creative services, financial services, and branch operations. Provide operational leadership for an 84-person global delivery function spanning the US, UK, and Philippines. Known for diagnosing complex problems, developing teams, and building practical systems that improve execution. Hands-on experience in Jira administration, workflow automation, AI adoption, and workforce forecasting.

CORE CAPABILITIES

Global Delivery Operations | Operational Turnarounds | People Leadership | Workforce and Capacity Planning | Client Experience | Organizational Design | Jira and Atlassian Administration | Automation and AI Integration | Performance Analytics

PROFESSIONAL EXPERIENCE

SlideGenius | Director of Client Relations and Operations | Aug 2022 - Present

- Provide operational leadership for an 84-person delivery function across the US, UK, and Philippines, coordinating creative production, project management, capacity, and client commitments across six time zones.
- Designed a matrix-based delivery structure, clarifying client ownership, escalation paths, and coordination between US and Philippine teams.
- Introduced structured time and capacity planning through Atlassian Tempo, replacing fragmented tracking and improving visibility into resource availability and delivery commitments.
- Supported 2025 organizational outcomes of 92.1% on-time delivery and 92% customer satisfaction; helped establish the CSAT measurement program.
- Improved project setup through Jira workflows and onboarding automation, reducing a formerly tracked 99-minute average to under 30 minutes before the metric was retired.
- Built an actively used 12-month staffing forecast that combines workload trends, skill tiers, locations, attrition, hiring and training timelines, and adjustable planning scenarios.
- Administer Atlassian Jira workflows, fields, screens, permissions, and automation; developed department-focused Rovo AI agents using Confluence and Jira knowledge.
- Coach emerging leaders and support cross-functional improvement efforts for enterprise client delivery.

SlideGenius | Project Manager | Jul 2021 - Jul 2022

- Managed 25+ creative projects per month, coordinating scope, budgets, schedules, quality, design resources, and client communication.

Sherwin-Williams | Assistant Branch Manager | Nov 2020 - Jul 2021

- Oversaw daily storefront and warehouse operations, staff training, scheduling, inventory, loss prevention, and key automotive client relationships at a high-volume Southern California branch.

USE Credit Union | AVP and Branch Manager | Jan 2007 - Dec 2019

- Led branch teams of 8-16, overseeing staff development, service performance, operational controls, sales, and member relationships.
- Selected for operational improvement assignments at branches across San Diego and in Berkeley and San Jose, supporting audit remediation, process standardization, and management development.
- Helped restore a Berkeley branch after a failed third-party audit; following a three-week assignment, its re-inspection found zero significant issues.
- Participated in prelaunch testing of advanced banking technology and later managed a café-style technology branch; introduced portable Surface workstations and trained staff on new service workflows.
- Developed spreadsheet-based automation, reporting, and operational tools that remained in use years after departure.

EARLIER EXPERIENCE

World Savings Bank | Customer Service Sales Supervisor / Investment Representative | 2003 - 2006

Bank of America | Teller | 2001 - 2002

EDUCATION

MBA, Finance | San Diego State University | 2010

BS, Criminal Justice Administration | San Diego State University | 2006