

## Jay Koffsky

### Professional Summary:

I am a seasoned professional with over 20 years of experience primarily in customer-facing roles. I excel in client relationship management, strategic IT consulting, and ensuring compliance with healthcare regulations. I am adept at leading technical teams, resolving complex issues, and enhancing service delivery to meet client needs.

### Professional Experience:

#### **Technical Account Manager**, August 2023 – Present

##### *MYIT Crew*

MYIT Crew is a Managed Services Provider (MSP) that provides IT services and support, strategic IT consulting, cybersecurity solutions, cloud services, and telephony to nonprofit (Primarily Nursing Homes) and commercial businesses.

- Serve as the primary technical liaison between the company and nursing home clients, ensuring the delivery of high-quality IT services tailored to the healthcare industry.
- Develop and maintain strong relationships with clients, understand their healthcare needs, and provide tailored technology solutions.
- Oversee the implementation and management of our customers' IT infrastructure, ensuring optimal performance, reliability, and compliance with healthcare regulations.
- Lead and mentor a team of technical support specialists, fostering a collaborative and high-performing work environment.
- Monitor and report on service level agreements (SLAs), ensuring compliance and driving continuous improvement.
- Conduct regular client meetings to review service performance, discuss upcoming projects, and gather feedback for service enhancement.

#### **Customer Success Manager**, January 2022 – July 2023

##### *Authentic Vision GmbH*

Authentic Vision is an emerging technology in the brand protection, anti-counterfeit and grey market diversion space.

- Direct point of contact for all operational & technical questions of customers
- Regularly lead executive-level reviews with customers in partnership with sales
- Observe Authentic Vision global scan network and inform the customer and/or Account Manager in case of any irregularity with their labels or data
- Support a global network of Account Managers with technical information for RFPs, POCs, Technical demonstrations and API integration during the sales process
- Create and manage customer rollout plan for customer and partner projects, including the process with internal & external stakeholders
- Successfully onboard customers and partners and manage the implementation of the customer and partner projects
- Create and manage monthly reports via SQL for existing customers
- Utilized Salesforce to manage and monitor prospective and current clients
- Deploy Blockchain and Relational databases as the customer needs.

**Northeast Technical Account Manager**, August 2021 – December 2022

**Ntiva**

Ntiva is a Managed Services Provider (MSP) that provides IT services and support, strategic IT consulting, cybersecurity solutions, cloud services, and telephony to nonprofit and commercial businesses.

- Proactively managed a portfolio of key client accounts, serving as the primary point of contact for all technical inquiries, service requests, and escalations.
- Collaborated with clients to understand their business objectives and technology needs, providing tailored technical solutions and strategic guidance to drive business value.
- Conducted regular service reviews and performance evaluations with clients, identifying opportunities for service enhancements and expanding the MSP offering.
- Acted as a liaison between the client and internal technical teams, facilitating effective communication and ensuring seamless service delivery.

**Customer Success Engineer**, May 2019 - July 2021

**High QA**

High QA is a Quality Management Platform software provider in the manufacturing space.

- Demonstrated HighQA's AI engine to prospective clients during the sales process
- Perform POCs and technical demonstrations during the sales process to both the premise and SaaS solution
- Manage technical relationships with international resellers
- Train customers during the onboarding process
- Provide technical support to existing customers
- Point person for RFI/RFP process support
- Demonstrated and managed API integration (utilizing REST) of prospective and current customers

**Solutions Consultant**, October 2015 - June 2019

**Systech International**

Systech International is a global leader in brand protection and product authentication. The company specializes in providing solutions to ensure the safety, security, and authenticity of products throughout their lifecycle.

- Perform technical demonstrations of API integration during the sales process to both the premise and SaaS solutions
- Create and demonstrate SQL reports for prospective and new customers
- Point person for RFI/RFP process support
- Demonstrate API and database integration as part of the pre-sales process
- Deploy Blockchain and Relational databases as the customer needs.
- Provide technical support in pre-sales and customer-facing engagements in HW & SW requirements
- Perform site visit data collection for solution development
- Understand TCO of our solution and articulate it based on the product competitive capabilities
- Learn new markets and technologies as they relate to Systech products
- Utilized Salesforce to manage and monitor prospective and current clients

**Education:**

**St. John's University, M.S. Education 2006**

**Yeshiva University, B.S. Information Systems 1996**