

Matt Ansbro

Service Operations Executive

Service Delivery | Client Experience | Team Leadership | Operational Strategy | Process Improvement

Frisco, Texas · matt@advntrair.com · www.mattansbro.com · LinkedIn

SUMMARY

Service operations executive with more than two decades of experience across managed IT services, enterprise technology, financial services, telecommunications, and Apple retail and technical support. Leads multidisciplinary service delivery, builds operating discipline, clarifies ownership, strengthens client experience, and develops teams through direct coaching and accountable execution. Experienced in EOS, cross-functional leadership, process improvement, escalation management, and the practical adoption of AI tools and AI-assisted workflows.

CORE STRENGTHS

- | | |
|-------------------------------------|--------------------------------|
| • Service Operations Leadership | • Service Delivery Strategy |
| • Client Experience | • Team Leadership and Coaching |
| • Operational Strategy | • Process Improvement |
| • EOS Leadership | • Performance Accountability |
| • Escalation Management | • Cross-Functional Leadership |
| • AI Tools and Workflow Improvement | • Technical Support Operations |

PROFESSIONAL EXPERIENCE

Oversee My IT Lewisville, Texas

Service Director

April 2025 – Present

Lead multidisciplinary service delivery across IT support, professional services, electronic security, and project operations for a managed technology services provider, as a member of the leadership team operating within the Entrepreneurial Operating System (EOS).

- Direct service delivery across help desk, field services, engineering, electronic security, and project implementation, establishing clear ownership and consistent operating expectations.
- Apply EOS disciplines — Level 10 meetings, scorecard reviews, quarterly planning, Rocks, and IDS problem solving — to align strategy with day-to-day execution.
- Own the support ticket lifecycle end to end: intake, triage, assignment, escalation, client communication, resolution, documentation, and closure; serve as the final operational escalation point.
- Coach team members through one-on-ones, performance feedback, training paths, and certification goals, setting clear expectations for technical quality and professional conduct.
- Improve service workflows, PSA processes, escalation procedures, SOPs, and knowledge resources, and contribute to practical AI adoption that reduces administrative effort and improves visibility.
- Partner with account management, cybersecurity, and technology strategy leaders to align operational delivery with client priorities, risk requirements, and long-term plans.

Account Manager

September 2019 – April 2025

Led client relationships and connected client experience to operational delivery, building the foundation for the move into service operations leadership.

- Built and maintained client relationships focused on service quality, communication, trust, and long-term account health.
- Gathered client feedback and translated recurring concerns into operational improvement opportunities.
- Coordinated support, engineering, and project communication to resolve service issues and improve follow-through.
- Conducted regular client reviews covering recent service experience, current needs, and future priorities.
- Helped develop repeatable proactive relationship-management practices connecting client experience with service visibility and organizational action.

Apple

Lead

August 2018 – September 2019 · Dallas, Texas

- Communicated operational goals, coached team members, and carried daily leadership responsibility in a high-volume retail environment.
- Coordinated coaching efforts that contributed to a 30% increase in service attachments over two quarters.
- Served as a managing leader for elevated customer interactions, operational readiness, and store opening and closing.

Lead Genius

September 2011 – August 2018 · King of Prussia, Pennsylvania & Frisco, Texas

- Led technical service teams of approximately 30–40 technicians across multiple Apple retail locations.
- Managed daily technical support operations serving more than 3,000 customers weekly.
- Led collaborative improvement efforts that increased on-time appointment performance by roughly 10% and customer satisfaction by about 20 points, earning company recognition.
- Oversaw scheduling, workflow coordination, onboarding, training, competency development, and performance coaching.

Earlier enterprise technology experience in network operations, operational assurance, and telecommunications engineering.

Hewlett Packard Horsham, Pennsylvania

Senior Operational Assurance Engineer

July 2007 – February 2008

Bank of America Horsham, Pennsylvania

Assistant Vice President, Telecommunications Engineering

March 2002 – July 2007

OPERATING FRAMEWORKS & TOOLS

Entrepreneurial Operating System (EOS) · AI tools and AI-assisted workflows

COMMUNITY LEADERSHIP

Community leadership and volunteer service, including supporter organization and youth sports leadership.