



TONY TORRES

DIRECTOR OF IMPLEMENTATION | ENTERPRISE SAAS DELIVERY
LEADERSHIP | ARR RECOGNITION | CUSTOMER GO-LIVE STRATEGY |
OPERATIONAL SCALING

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EXECUTIVE SUMMARY

Implementation and delivery operations executive with 20+ years of experience leading enterprise SaaS deployment organizations, customer onboarding operations, and high-volume implementation portfolios across technology-driven environments. Proven record improving ARR recognition performance, strengthening forecasting visibility, accelerating customer go-live execution, and building scalable implementation operating models that support sustained organizational growth. PMP-certified leader experienced aligning Customer Success, Sales, Product, Finance, Fulfillment, and Technical Operations around consistent delivery execution, operational accountability, and measurable customer outcomes within complex multi-stakeholder environments.

PROFESSIONAL EXPERIENCE

BUTTERFLYMX

2024 – Present | New York, NY / Tampa, FL

Director, Implementations

- Increased average monthly ARR recognition from approximately \$850K to more than \$1.6M by restructuring implementation operations, strengthening forecasting discipline, and improving project escalation visibility.
- Helped expand annual ARR recognition from \$10M in 2023 to \$17M in 2025, with projections trending toward \$20M through improved deployment accountability and customer activation execution.
- Scaled the Implementation Project Manager organization from 6 to 11 team members while introducing a multi-level operational structure that improved support coverage, accountability, and long-term scalability.
- Built forecasting and project risk frameworks enabling implementation teams managing 350–500 active projects each to identify at-risk deployments earlier and improve customer go-live consistency.

BUTTERFLYMX

2023 – 2024 | New York, NY / Tampa, FL

Manager of Implementation Projects

- Led a team of 6 Implementation Project Managers responsible for coordinating customer readiness, installer execution, activation workflows, and deployment completion across multifamily and commercial environments.
- Delivered a 40% year-over-year increase in ARR recognition by improving operational execution, reducing implementation friction, and increasing deployment completion focus.
- Established foundational implementation workflows that strengthened project tracking, installer coordination, customer communication, and go-live accountability.
- Partnered with Sales, Finance, Customer Success, Support, Fulfillment, Product, and Solutions Architecture to improve transition processes from closed sale to live customer deployment.

LATCH

2021 – 2023 | New York, NY / Tampa, FL

Director, Delivery Services

- Built and launched a national Delivery Services business unit focused on enterprise implementation execution, customer deployment support, and operational scalability.
- Achieved profitability within the first two quarters while contributing approximately 10% of company earnings through expansion of implementation-related services.

- Expanded nationwide deployment capacity by developing a channel integrator partnership model that improved service coverage while reducing operational risk exposure.
- Designed CRM-integrated workflows, operational procedures, and support frameworks that strengthened implementation consistency and supported long-term business scalability.

LATCH

2020 – 2021 | Greater Tampa Bay Area

General Manager, Southeast Region

- Directed regional growth initiatives across seven Southeast markets while aligning operational execution, deployment coordination, and customer support delivery.
- Established standardized project workflows and implementation practices that improved operational consistency and strengthened customer experience performance.

LATCH

2018 – 2020 | Greater Tampa Bay Area

Regional Operations Manager

- Built and led a regional channel operations structure supporting year-over-year sales growth and deployment expansion initiatives.
- Managed onboarding and enablement of third-party implementation partners while improving installation quality, support readiness, and operational execution standards.

American Italian Pasta Company

1995 – 1997 | Kansas City, MO

Vice President, Retail Sales

- Led sales and marketing strategies across grocery, club, mass, export, and Canada markets.
- Exceeded business plan volume and contribution goals while improving cost discipline.
- Strengthened customer partnerships across branded and private label portfolios.
- Improved resource allocation to enhance field execution and account performance.

INNOVATIVE BUSINESS SOLUTIONS

2016 – Present | Overland Park, Kansas

Owner / Business Operations Consultant

- Advised organizations across customer experience, operational process improvement, implementation strategy, sales enablement, and digital transformation initiatives.
- Facilitated more than 55 Oracle HCM training sessions supporting over 900 participants throughout the Southeast region.
- Led operational working sessions with stakeholders to define business requirements, onboarding processes, adoption frameworks, and implementation readiness strategies.
- Developed onboarding documentation, operational training materials, workflow guides, and customer enablement programs supporting organizational adoption initiatives.

APPLE INC.

2002 – 2016 | Cupertino, CA / Tampa, FL

Channel Training & Sales Leadership Roles

- Designed and deployed operational training and enablement programs supporting more than 60 strategic partners and 3,300+ retail locations across Apple's national channel ecosystem.
- Improved partner sales performance, operational readiness, and customer engagement outcomes by up to 20% through structured advocacy and deployment initiatives.
- Led large-scale training logistics, reporting structures, implementation coordination, and operational support frameworks across multiple business channels.
- Consistently delivered 15%–20% year-over-year growth through strategic partner development, consultative enablement, and operational execution leadership



EARLIER CAREER

Torres Consulting, Inc. — President

Mac Accessory Center — Service Manager

U.S. Technologies — Account Manager
CompUSA — Account Manager / Retail Manager
Computer Systems Group — Sales Manager

Built foundational experience across systems integration, customer deployment services, implementation support, enterprise technology sales, network operations, and business development leadership. Early career accomplishments included scaling regional sales growth from \$100K to more than \$1.7M, expanding service contract programs, and leading operational support initiatives across SMB and enterprise client environments.

 EDUCATION & CERTIFICATIONS

Project Management Professional (PMP) — Certification #2638387
Project Management Institute

Leadership Palette Program
Apple University

Business Administration & Management
St. Petersburg College

Legal Assistant / Paralegal Studies
Bay Area Legal Academy

 EXPERTISE & STRENGTHS

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|--------------------------------------|----------------------------------|
| Scalable Team Development | Customer Success Enablement |
| Retail and private label expertise | Operational Process Architecture |
| SaaS Deployment Operations | ARR Recognition Strategy |
| Enterprise Implementation Leadership | Forecasting & Risk Mitigation |
| Customer Go-Live Execution | Cross-Functional Coordination |