



TONY TORRES

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

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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.



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

Scalable Team Development

Retail and private label expertise

SaaS Deployment Operations

Enterprise Implementation Leadership

Customer Go-Live Execution

Customer Success Enablement

Operational Process Architecture

ARR Recognition Strategy

Forecasting & Risk Mitigation

Cross-Functional Coordination