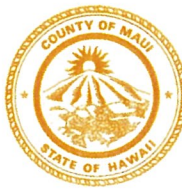


Michael P. Victorino
Mayor

Sananda K. Baz
Managing Director



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2019 OCT 28 AM 10:37

OFFICE OF THE
COUNTY COUNCIL

OFFICE OF THE MAYOR
COUNTY OF MAUI
200 S. HIGH STREET
WAILUKU, MAUI, HAWAII 96793
www.mauicounty.gov

October 28, 2019

Honorable Michael J. Molina, Committee Chair
Governance, Ethics, and Transparency Committee
200 South High Street
Wailuku, Hawaii 96793

Dear Chair Molina:

**SUBJECT: NOMINEES TO BOARDS, COMMITTEES, AND
COMMISSIONS (GET-2)**

In accordance with Section 13-2(17) of the Charter of the County of Maui,
I am pleased to submit the following nomination, along with their completed
application, for your review and consideration:

Council on Aging

Edward Romson (replacing Helene Sato)

Term Expiration 3/31/21

If you have any questions on this matter, please contact Gladys Baisa,
Community Liaison, Office of the Mayor, at 270-8211.

Sincerely,

A handwritten signature in black ink that reads "Michael P. Victorino".

MICHAEL P. VICTORINO
Mayor

Attachments
MPV:GB/so

Resolution

No. _____

RELATING TO THE APPOINTMENT OF EDWARD ROMSON TO THE COUNCIL ON AGING

WHEREAS, by correspondence dated October 28, 2019, Mayor Michael P. Victorino notified the Council that he nominated Edward Romson to the Council on Aging for a term expiring March 31, 2021, to fill a vacancy replacing Helene Sato, pursuant to Sections 2.34.020, 2.34.030 and 2.40.010, Maui County Code ("MCC"), and Section 13-2, Revised Charter of the County of Maui (1983), as amended, ("Charter"); and

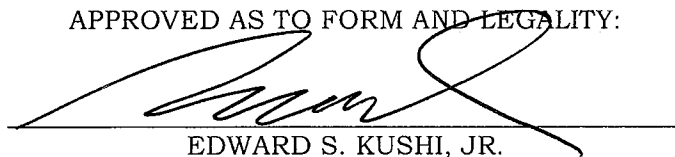
WHEREAS, Section 13-2, Charter, requires the Mayor's nominee to be approved by the Council; and

WHEREAS, Section 13-2(17), Charter, requires the Council to approve or disapprove the nominee within sixty (60) days after the Mayor submits the nominee to the Council; now, therefore,

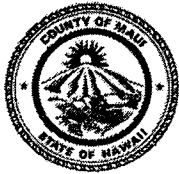
BE IT RESOLVED by the Council of the County of Maui:

1. That it approves the appointment of Edward Romson to serve on the Council on Aging for a term expiring March 31, 2021; and
2. That the Council expresses its gratitude and appreciation to Edward Romson for his willingness to be considered for public service and actively participate in County government; and
3. That certified copies of this Resolution be transmitted to the Mayor, the Managing Director, and the Corporation Counsel.

APPROVED AS TO FORM AND LEGALITY:



EDWARD S. KUSHI, JR.
Department of the Corporation Counsel
County of Maui
2019-0122
2019-10-17 COA Romson replace Sato



BOARD/COMMISSION APPLICATION FORM

RECEIVED
2019 OCT 16 PM 1:55
OFFICE OF THE MAYOR

(Please print or type)

Name: Romson, Edward Henry

(Last)

(First)

(Full Middle Name)

City of Residence: Kula

Island: Maui

Current Employer & Position: Rocair Corp. and La'au by Romson (Owner and Principle)

Business

Phone: 650-743-4713

Business

Fax: _____

Email

(optional): romson@rocair.com

Please indicate why you are interested in serving and what skills you may have to contribute:

I have been associated with Hale Makua and care for our Kupuna since the 1960's. My Mother served as Director of Nursing at Hale Makua for 20 years, volunteered for 20 years, moved into the Care Home when she was failing and finally passed at the Wailuku facility surrounded by Staff that she had mentored and loved. I would like to carry on that legacy, helping to improve the care given to all our Kupuna in Maui County. I am currently serving as Chairman of the Hale Makua Board of Directors and would like to bring what I have learned in that capacity to help the County.

Employment History:

From	To	
<u>2014</u>	<u>Present</u>	<u>Rocair Corporation, Principle/CEO/Founder</u>
<u>2015</u>	<u>Present</u>	<u>La'au by Romson, Artist</u>
<u>2005</u>	<u>2014</u>	<u>Plantronics, Sr. Director, Global Customer Care</u>
<u>1999</u>	<u>2001</u>	<u>Teletech Holding, VP, Globla Market Development</u>

Political Affiliation: Independent

Section 13-2(2) of the Charter, County of Maui, requires that not more than a bare majority of members of a board or commission belong to the same political party; therefore, please indicate if registered/card carrying member of a political party. If not, indicate "None" or "Independent."

Community and Professional Organizations/Activities:

Chairman, Board of Directors, Hale Makua Health Services

Previous County Experience (employment or board member):

None

Educational Background:

MBA, Global Management (Univ of Pheonix); B.S. Microbiology, (Univ of Minnesota)

Consent to be Nominated and Certification of Truthfulness and Accuracy of Information:

I declare that the above statements are true and accurate to the best of my knowledge.

Signature: _____

Date: 14 October 2019

Most board/commission appointments are subject to confirmation by the Maui County Council. Most of these positions are for five-year terms. If you are selected as a nominee, the information contained on this form will be provided to the public upon request.

Please send completed forms to **OFFICE OF THE MAYOR, 200 SOUTH HIGH STREET, WAILUKU, HAWAII 96793**; or fax to 270-7870. For further information, call 270-7855; on Lana'i, call 1-800-272-0125; on Moloka'i, call 1-800-272-0117.

RECEIVED

2019 OCT 16 PM 1:55

**EDWARD
ROMSON**

OFFICE OF THE MAYOR
MAUI COUNTY
200 SOUTH HIGH STREET
WAILUKU, HAWAII 96793



ROMSON@ROCAIR.COM



+1-650-743-4713

59 HOLOMAKANAI DR
KULA, HI 96790

Dear Office of the Mayor,

I recently read that you would like to fill a vacancy on the Council on Aging. I would like to apply for the privilege of serving the County in that capacity.

I have attached the completed application and a copy of my current resume.

I can be reached at the contact points listed on this letter. I look forward to speaking with you. Mahalo for your consideration.

Aloha,

Edward Romson

EDWARD ROMSON, MBA

59 Holomakani Drive, Kula, Hawaii 96790 USA
650-743-4713 • Romson@rocair.com

VICE PRESIDENT: Global Customer Care / Service

Motivated customer service and support leader with over 20 years of global experience driving customer care excellence. Innovative strategist, developing and implementing cutting-edge tactics to boost service delivery and streamline support operations. Dynamic decision maker, defining company visions, building and leading cross-cultural teams, and fostering robust customer-centric environments. Results-driven company representative, with focus on deepening customer loyalty and satisfaction while securing critical cost savings to improve bottom line. Recognized expert in call center management, with experience working in 26 countries in North/South America, Europe, Asia, and the Pacific, and establishing and managing global contact centers ranging from 5 to 350 agents. Strong passion for working internationally in all areas of customer care. Areas of expertise include:

Strategic Global Management • Global Customer Management • Customer Experience Management
Strategic Analysis/Planning • International Business Development • Process/System Optimization
Team Building/Leadership • Staff Development • Education/Mentoring • Publications/Presentations

PROFESSIONAL EXPERIENCE

Hale Makua Health Services, Kahului, Hawaii • 2017- Present

A leader in customized care inspiring well-being and independence, distinguished by the quality of our team, while striving to improve the lives of those in our care through compassionate personalized health services.

Chairman, Board of Directors

- Served on the Strategic Planning Committee, helping to establishing Geriatric Health Care programs for the County of Maui.
- Provided direction and advice to help the corporation achieve its goals
- Amended policy objectives as required
- Monitored financial planning and prepare budget

ROCAIR CORPORATION, Redwood City, California • 2001– Present

Global consultant, with focus on customer care, operation, and international business development support.

Principle / CEO / Founder

Orchestrated key support for client companies in establishing and/or reengineering customer care and service offerings. Designed, developed, and launched customer support and CRM strategies for clients. Collaborated with Argentinian outsourcing companies to bring Spanish call centers from U.S. and Spain to Argentina. Directed all operational, administrative, and marketing functions for business.

Highlights

- Led major Singapore Relocation Industry project, effectively providing marketing assistance to new expats in acculturating into Singaporean life.
 - Generated several publications, including co-authoring management training book (*Call Center Management*), writing monthly column for Argentine business journals *Manager On-Line* and *Contacto*, and publishing articles in *CRM Magazine*, *Contact Centers*, and *Call Center Leadership*.
 - Presented seminars on customer relationship management in both U.S. and Argentina.
- Served as guest lecturer at Universidad de Belgrano in Buenos Aires, Argentina, and at San Jose State University in California.

PLANTRONICS, Santa Cruz, California • 2005–2014

Designer and manufacturer of lightweight communications headsets, with \$850M-in annual revenue.

Senior Director, Global Customer Care

Lead team of 150+ in all aspects of customer support, including technical, warranty, and replacement support, as well as quality analysis and product issue resolution. Design and implement targeted customer support strategies across 7 in-house contact centers and 9 warranty replacement centers in U.S., Mexico, Netherlands, India, China, Brazil, Japan, and Australia. Ensure consistent delivery of superior customer satisfaction.

Highlights

- Drove significant expansion of technical support organization (from 2 contact centers to 7 and from 3 warranty service centers to 9). Ensured global team consistently met or surpassed all metrics, including 75% first call resolution, less than 20 seconds average speed of answer, and 48-hour turnaround for warranty replacements.
- Achieved customer service excellence, with ratings of 85% or better in overall customer satisfaction and 93% or better in ease of customer effort. Also earned 97% satisfaction rating among large enterprise decision makers.
- Generated \$100K in cost savings in Europe alone by reengineering warranty replacement structure and increase use of remanufactured product. Also redesigned global warranty return process in Latin America and Asia-Pacific regions.
- Delivered successful business initiative involving replacement of old CRM system with Salesforce.com across sales, marketing, and global customer care departments. New technology gave Plantronics team true 360-degree view of customer interactions.
- Secured 95%+ capture rate through strategic reengineering of agent interface in 5-year-old SFDC implementation.
- Built robust customer support structures in India and China, mentoring managers and team members to become highly effective customer care professionals.
- Chartered revitalization of online knowledge base to expand and enhance available customer self-service tools. Effort included translation of base into 14 languages, resulting in exponential increase in customer use and 4M annual views of material.
- Coordinated restructuring of 70-person Amsterdam center (as interim EMEA Operations Director), reorganizing team and recruiting and hiring permanent Operations Director.
- Effectively balanced cost containment pressures with increasing demands for enhanced customer care across world via strategic analysis, resource management, and planning.

TELETECH HOLDINGS, Denver, Colorado • 1999–2001

Provider of front and back office customer management services on global scale, with 3K+ employees.

Vice President, Global Market Development

Led team of 350 agents across 4 contact centers in Buenos Aires, Mexico City, Denver, and Toronto in providing technical customer support for Motorola mobile products (\$13M account providing customer service in 8 countries). Orchestrated shut-down of customer care coverage at these sites and transition of agents and managers elsewhere. Directed opening of 2 600-seat contact centers in Seoul, Korea, and Taipei, Taiwan, developing business plans, securing necessary Board approval, and negotiating with local companies to develop joint ventures.

Highlights

- Steered seamless transition with closure of Motorola contract, repositioning 320 agents within company in short time-frame.
- Achieved critical stakeholder buy-ins to move business plans forward for centers in Korea and Taiwan.

VADEM INC., San Jose, California • 1998–1999

High-tech start-up manufacturing hand-held computers and custom integrated circuits, with 60 employees.

Director, Customer Support and Operations

Built and launched customer support organization, and managed all related operations. Led team in providing technical and repair support for all company products, and directed developer support organization. Served as interim VP of Operations.

Highlights

- Developed and launched comprehensive customer care structure within short time frame (61 days). Quickly identified and selected outside vendors via rigorous RFP process.
- Implemented best practices to ensure maximum efficiency of operations.

ADDITIONAL EXPERIENCE**APPLE COMPUTER, Various • Director, Customer Services, Apple Japan (Tokyo, Japan)**

Led service, support, quality, and training activities for subsidiary, working with \$20M annual budget. Served on interim executive management team in planning and implementing overall business strategy and tactics for division.

- Grew customer support center from 4 receptionists to 350 agents across 3 regional call centers.
- Drove significant increases in customer satisfaction ratings by 14% year over year by revitalizing service organization into customer-centric operation. Efforts involved reengineering warranty programs, building nationwide training structure, and instituting quality control and feedback process.

Career note: Additional roles with Apple included Senior Manager, Global Customer Service Operations; Manager, Technical Assistance Center; Manager, Technical Operations; Customer Satisfaction Manager, Federal Systems Group; and Systems Engineer. Also served as Director of Customer Services/Support for 2 additional startups: Amira Medical (Scotts Valley, California) and Be Incorporated (Menlo Park, California). Details available on request.

EDUCATION**Master of Business Administration in Global Management**

University of Phoenix, San Jose, California

Bachelor of Science in Microbiology

University of Minnesota, St. Paul, Minnesota

PROFESSIONAL DEVELOPMENT

Certified Instructor of Contact Center Benchmarking (Purdue University/Benchmark Portal)

SELECTED PUBLICATIONS

Call Center Management – Paradigmas Convergentes, Co-Authored with Sergio Rodsevich, 2005, Buenos Aires, Argentina

SELECTED PRESENTATIONS

- “Service Cloud Leadership Panel” DreamForce 2012, Salesforce.com Inc., November, 2013
- “Customer Care in a Unified World”, University of California Santa Cruz, “2013 Management of Technology (MOT)” seminar series, February 2013 and February 2014
- “How Much Does Customer Experience Really Matter in B2B?” Frost and Sullivan “Customer Contact Europe, 2012”, Amsterdam, Netherlands, June, 2012
- “From Feedback to Profit: Integrating Your Voice of the Customer Program with Salesforce” and “Around the World in 60 Minutes: Multi-Language Knowledge Base” Salesforce.com - “DreamForce 2011”, San Francisco, September 2011
- “Operating Contact Centers: Think Globally, Manage Locally” Instituto Mexicano de Teleservicios, “2nd Global Contact Forum” Mexico City, March 2011