

**MICHAEL P. VICTORINO**  
Mayor

**SANANDA K. BAZ**  
Managing Director



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

GREAT-2(12)

OFFICE OF THE  
COUNTY COUNCIL

2021 APR 22 PM 3:06

RECEIVED

April 21, 2021

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

Dear Chair Molina:

**SUBJECT: NOMINEES TO BOARDS, COMMITTEES, AND  
COMMISSIONS (GREAT-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 Susan Lussier)

Term Expiration 3/31/23

If you have any questions on this matter, please contact Ipo Mossman,  
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

MPV:im:ri  
Attachments

# Resolution

No. \_\_\_\_\_

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

WHEREAS, by correspondence dated April 21, 2021, Mayor Michael P. Victorino notified the Council that he nominated Edward Romson to the Council on Aging for a term expiring March 31, 2023, to fill a vacancy replacing Susan Lussier, 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, 2023; 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:

/s/ Mimi Desjardins

MIMI DESJARDINS  
Department of the Corporation Counsel  
County of Maui  
2021-0029  
2021-04-21 COA Romson replace Lussier

## BOARD AND COMMISSION APPLICATION FORM

Name: Romson Edward Henry  
(Last) (First) (Full Middle Name)  
City of Residence: Kula Island: Maui **2021 APR -8 PM 12: 41**  
Current Employer & Position: Self Employed **OFFICE OF THE MAYOR**  
Business Phone (808) 446-5531 Business Fax: NA Business Email (optional): romson@rocair.com

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

I have had the privilege of serving the Kupuna of the County for the past year. My term on the Council on Aging is ending.

It has been an honor to serve on the Committee, and I would like to see if there is a way to extend my tenure. Being retired, I have the free time to devote to the Committee. Also, as a Chair of the Hale Makua Board, I would like to represent our Residents and staff and other Kupuna under care in Maui County. My long affiliation with Elder Care (My Mother was Director of Nursing at HMHS for 20 years starting in 1964, when I was a Keiki) gives me unique insight into Elder Care's evolution in the County.

I have a strong desire to continue to serve the County and our vulnerable Kupuna. My interest is to continue to serve the County in any capacity where my skills and contacts might add value. I am currently retired, living up-country, and have a small woodworking business. My resume below will give you some insight into my background. The resume does not convey that I am a long term Maui Resident who returned several years ago and has no intention of leaving.

As turn-over occurs in the Council on Aging, I would be honored to serve again. Also, if there are other opportunities to help, I hope you will consider my participation.

Employment History:

### 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 Aries, 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 timeframe.
- 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.
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## **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.

## **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

Political Affiliation: None

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 you are a registered/card carrying member of a political party. If not, indicate "None."

Community and Professional Organizations/Activities:

Maui Woodturners' Association - Secretary 2019

Previous County Experience (employment or board member):

Member, Mayor's council on Aging - 2020

Educational Background:

Master of Business Administration in Global Management  
University of Phoenix, San Jose, California

Bachelor of Science in Microbiology  
University of Minnesota, St. Paul, Minnesota

High school Diploma  
Baldwin High School

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

Signature: \_\_\_\_\_

Date: 7 February 2021

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 email to [ipo.Mosaman@mauicounty.gov](mailto:ipo.Mosaman@mauicounty.gov). For further information, call 270-6211; on Lana'i, call 1-800-272-0125; on Moloka'i, call 1-800-272-0117.