

DAN LAROCHE

SENIOR MANAGER OF CUSTOMER EXPERIENCE



PERSONAL SUMMARY

Customer experience leader with 8+ years building and scaling support operations across HealthTech, e-commerce, and hospitality. Strong at the intersection of people, process, and tooling with experience in platform migrations, knowledge base strategy, AI enablement, and team development.

CORE STRENGTHS

- Support operations and CX strategy
- AI enablement and knowledge management
- Vendor and tooling ownership
- Platform migration and workflow design
- Team leadership and coaching
- Bilingual (English/Conversational Thai)

CONTACT DETAILS

Phone: +1 919-208-5247

Email: larochedanielj@gmail.com

LinkedIn: <https://www.linkedin.com/in/larochedanielj/>

THE FUN STUFF

Beach Volleyball - Dog Dad - CrossFit - Amateur Chef

EDUCATION

MAHIDOL UNIVERSITY INTERNATIONAL COLLEGE

Enrolled in Bachelor of Arts in Social Science program, 2014-2016

CAREER HISTORY

SENIOR MANAGER OF CUSTOMER EXPERIENCE

Osmind, Jan 2023 - Current

Promoted from Customer Experience Lead → Customer Experience Manager → Senior Manager of Customer Experience

- Led CX through rapid organizational change, scaling the team from 3 to 7 across multiple product lines and creating a senior support layer to strengthen coverage, escalation quality, and coaching.
- Owned the migration from Intercom to Pylon, leading vendor evaluation, workflow design, routing logic, portal configuration, and rollout to build a scalable B2B support operation without adding headcount.
- Built Osmind's customer-facing knowledge base from the ground up, turning vendor documentation and recurring ticket themes into branded self-serve content that reduced repeat questions and accelerated onboarding.
- Expanded CX's impact into customer success and product strategy by designing CSM workflows, surfacing product gaps, and translating customer feedback into actionable cross-functional insights.
- Led company-wide AI enablement training with role-specific guidance and PHI guardrails, helping teams adopt AI responsibly in a healthcare environment.

CUSTOMER ONBOARDING MANAGER

Passport Global, May 2021 - Nov 2022

- Managed 20+ concurrent onboarding projects representing \$1.5M in ARR.
- Built reporting infrastructure across Salesforce and GuideCX to improve project visibility, risk tracking, and execution.
- Led SMB customer experience initiatives that improved escalation paths and increased NPS program engagement.

COMMUNITY RELATIONS MANAGER

Affordable Family Care Services, July 2020 - May 2021

- Launched pre-opening strategy for in-home care services across two retirement communities and built referral relationships with on-site leadership.
- Led and scaled a care delivery team including coordinators, an RN, and 50+ caregivers while guiding families through assessment and onboarding.

EARLIER EXPERIENCE

Wild Alaskan Company, Member Experience Lead and Lifecycle Marketing; Better Choice Kids Life, Kids Fit (CrossFit Kids) Program Manager; Kata Rocks and SO/Bangkok, hospitality management trainee roles.