



# LOGAN LEITER

## CUSTOMER EXPERIENCE & DIGITAL TRANSFORMATION LEADER

Building scalable CX operating models across VoC, CRM, intake governance and digital transformation.

Indianapolis, IN | [loganleiter.com](http://loganleiter.com) | [linkedin.com/in/loganleiter](https://www.linkedin.com/in/loganleiter)

### CORE COMPETENCIES

- Customer Experience Strategy
- CX Operating Model
- Digital Transformation
- Voice of Customer Program
- CSAT/CES Measurement
- CRM Strategy & Workflow Design
- SAP C4/HANA
- SAP Service Cloud
- Power BI Dashboards
- Intake, triage and routing models
- SLA & Operational Metrics
- Cross Functional Leadership
- Process Optimization
- Platform Consolidation

### KEY ACHIEVEMENTS



Built the U.S. CX function from the ground up



Launched CSAT / CES reporting and detractor workflows



Designed intake and routing models for customer operations



Advanced SAP C4/HANA workflow standardization

### EDUCATION

**Master of Science, Website Development**  
Devry University  
2016-2019

**Bachelor of Science, Web Page, Digital/Multimedia and Information Resources Design**  
Purdue University Fort Wayne  
2007-2011

### PLATFORMS & TOOLS

- SAP C4/HANA
- SAP Service Cloud
- Salesforce
- ServiceNow
- PowerBI
- Power Automate
- Microsoft 365/Sharepoint
- Microsoft Lists
- Questback
- Google Analytics 4
- Google Ads
- Vercel
- VS Code
- HTML/CSS/Javascript

### PROFESSIONAL SUMMARY

Customer Experience and Digital Transformation leader with a track record of building scalable CX operating models, governance structures, Voice of Customer programs, reporting systems and customer-facing workflows across complex B2B environments.

Currently helping establish the U.S. Customer Experience function for Busch Group USA from the ground up, creating the structure, systems and operating rhythm needed to move CX from reactive support activity into a measurable business capability. Work spans intake governance, routing models, CSAT/CES programs, detractor workflows, executive dashboards, CRM process design and SAP C4/HANA platform alignment.

Known for connecting strategy to execution across Sales, Service, Operations, Marketing, IT and senior leadership.

### PROFESSIONAL EXPERIENCE

#### Customer Experience Program Manager

**Pfeiffer Vacuum Fab + Solutions | Busch Group USA**

Jan 2025 - Present | Remote

- Helped establish the U.S. Customer Experience department from the ground up, creating the foundation for intake governance, customer feedback management, CRM optimization and cross-functional process improvement.
- Built and advanced a CX operating model focused on visibility, ownership, accountability and measurable improvement across Sales, Service, Operations, Marketing, IT and leadership.
- Designed intake, triage and routing models to improve ownership clarity, reduce misrouted work and create cleaner handoffs between customer-facing and operational teams.
- Led Voice of Customer program development, including CSAT/CES measurement, survey reporting, detractor follow-up workflows and closed-loop feedback processes.
- Developed executive reporting infrastructure in Power BI and supported SAP C4/HANA workflow consolidation.

#### Online Marketing Specialist

**Pfeiffer Vacuum Fab + Solutions**

Apr 2021 - Feb 2025 | Remote

- Led full-stack development and optimization of the U.S. website, improving UX, performance, content structure and security.
- Managed targeted email marketing campaigns reaching thousands of customers.
- Built and maintained Google Ads and Google Analytics infrastructure.
- Developed a custom CRM portal allowing customers to verify and update order information.
- Automated document workflows through DocuSign integrations.

#### Metrology Engineer / Web Developer

**Pfeiffer Vacuum Fab + Solutions**

Jul 2018 - Apr 2021 | Indianapolis, IN

- Bridged technical operations, metrology and digital development.
- Developed web-based tools and resources supporting internal operations.
- Applied technical problem-solving across engineering and digital environments.

#### Laboratory Manager

**Calibration Laboratory, LLC**

Jun 2016 - Jun 2017 | Merrillville, IN

- Oversaw customer communication, scheduling, quality systems and accreditation readiness.
- Supported ISO/IEC 17025 assessment activities and quality documentation.

#### Metrologist

**Transcat**

Jul 2014 - Oct 2015 | Tempe, AZ

- Performed on-site calibrations, MetCal programming and process improvement activities.

#### Calibration Technician

**United States Marine Corps**

Dec 2009 - Jul 2014 | Cherry Point, NC

- Calibrated, troubleshot and repaired precision measurement equipment in mission-critical environments.