

# **Will Bermender**

**Managing Director at Will Bermender Equity Partners,  
LLC**

Los Angeles, CA, US

Business Leader, Board Director, Investor, Author

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## **Biography**

From startups and rapid growth environments to post-merger integrations and Fortune 500 turnarounds, Will Bermender has spent the past two decades building shareholder value by driving cross-functional process changes to align business processes around the customer. Today Bermender leverages his unique blend of experience as Chief Customer Officer and Marketing Operations Turnaround Leader to help companies supercharge profitable growth as a management advisor, board director and private investor. With proven success in both publicly held and private equity portfolio companies across a diverse range of competitive industries, Will Bermender's customer-centric strategies and tactics are adaptable to any company stage and market.

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## **Industry Expertise**

Philanthropy, Motion Pictures and Film, VC and Private Equity, Business Services

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## **Areas of Expertise**

M&A, M&a Financing, Merger & Acquisitions Decision-Making and Performance , Mergers & Acquisitions, Post-Merger Integration, Customer Experience Management, Call Center Management, Marketing, General Management, Chief Customer Officer, Board Director

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## **Education**

Westmar

MBA Marketing and Strategic Management

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## **Accomplishments**

### **Upgrading the Customer Matrix**

In his book Upgrading The Customer Matrix, Will Bermender reveals how to unlock domain knowledge embedded in your company culture, leverage customer intelligence to build loyalty and market share, and integrate marketing, sales and customer service into every touchpoint in your organization. The result: a holistic view of your customer that empowers innovation and supercharges customer acquisition, retention and profitability.

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