

John Moffa

Technical Solutions & Customer Operations Leader

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SUMMARY

Customer operations and technical solutions leader with 15+ years of experience helping organizations adopt, deploy, and scale enterprise technology. Joined Yext pre-IPO and helped lead critical IT initiatives through its 2017 NYSE listing. At Roam, helped scale the business from pre-revenue to \$3M+ ARR across 1,000+ organizations and 30,000+ users while leading onboarding, implementation, customer operations, and technical solutions. Deep expertise in enterprise software deployment, SSO/SAML/SCIM/OAuth, API integrations, workflow automation, and AI-powered solutions. Experienced driving adoption of technical products within engineering organizations, working across developers, admins, and executive stakeholders to translate product value into measurable business outcomes.

Technical Skills & Tools

- **AI & Development:** Claude Code, Claude API, AI Agents, AI Workflow Design, API Integrations
- **Identity & Enterprise Systems:** Okta, SSO, SAML, SCIM, OAuth, Google Workspace, Microsoft 365
- **IT & Operations:** Jamf, Intune, Workday, Jira, Slack, Zoom, Zendesk

AI Projects & Technical Portfolio

Personal Website | johnmoffa.com

- Designed, built, and deployed a production website using Claude Code and AI-assisted development workflows
- Architected site structure, navigation, and user experience through iterative prompting, testing, and debugging

AI Agents & Workflow Automation

- Built a Meeting Intelligence Engine using Claude API and enterprise integrations to automate attendee research, company intelligence, meeting briefs, and follow-up generation.
- Built a Support Triage Agent that automatically classifies, prioritizes, routes, and drafts responses for inbound support requests.
- Designed cross-agent workflows where the Meeting Prep and Support Triage agents share context and sync data in real time
- Connected agents to external systems including Gmail, Slack, HubSpot, Zoom, and Roam via live integrations

EXPERIENCE

Senior Director, Customer Operations & Technical Solutions

2023 – 2026

Roam | SaaS, Virtual Office Platform

- Owned onboarding, implementation, customer operations, support, and go-to-market execution across the full customer lifecycle
- Helped scale the business from pre-revenue to \$3M+ ARR, supporting 1,000+ organizations and 30,000+ users with nearly 70% retention
- Designed scalable onboarding, enablement, and support programs that improved adoption, retention, and long-term customer success
- Led enterprise deployments involving SSO, SCIM, user provisioning, identity management, and third-party integrations
- Partnered with prospective and existing customers to understand business requirements, design solutions, and guide technical implementations
- Hosted the [Makes Remote Work](#) podcast, interviewing founders and executives on remote work.

Head of IT Operations

2015 – 2023

Yext | *Enterprise SaaS (pre-IPO through NYSE listing, 2017)*

- Grew from IT Support Engineer to Head of IT Operations over 7+ years, managing a 16-person global team
- Architected Okta Workflows + Workday integration to automate employee onboarding and offboarding
- Led IT buildout for 6 global office openings including Yext's 9-story NYC HQ with a 70-person LED theater
- Architected and maintained enterprise identity, device management, and SaaS operations supporting a global workforce.
- Owned IT budget including enterprise software (Zoom, Slack, etc.) and hardware lifecycle management
- Led full company migration from Zendesk to Jira Service Desk, rebuilding workflows across business units
- Won top performer award in 2016

Application Support Analyst

2009 – 2015

Kimco Realty Corp | *Commercial Real Estate*

- Provided application support and IT assistance to 700+ employees across the organization
- Partnered with developers to redesign and modernize a critical workflow management system
- Traveled nationwide to train employees across all locations on new system adoption and launch through rollout

Founder

2009 – 2018

Imagine Events | *Event Planning & Production*

- Co-founded and operated a full-service event planning and production company for nearly a decade
- Managed end-to-end event execution including venue sourcing, AV production, logistics, and on-site management
- Built and maintained client relationships while overseeing all technology and operational systems

EDUCATION

MBA, Computer Information Systems & Marketing

2013 – 2017

Baruch College, Zicklin School of Business

BBA, Business Administration & Management

2005 – 2009

James Madison University