

# Meet John Maczynski, CEO

With over 37 years of industry leadership spanning across 30 countries and over US\$1 billion in BPO engagements, John Maczynski brings unparalleled expertise to Cynergy BPO. His executive experience includes 20 years as the Chief Customer Experience (CX) Officer and SVP of Global Business Development with the world's largest contact center, a stint as CRO with a BPO managed services leader, and an influential role with an early industry pioneer. As a client, John has also outsourced to 18 BPO partners, gaining unique perspectives on the process.

Having handled all aspects of the customer lifecycle, he exhibits an unsurpassed knowledge and understanding of all services, processes, technologies, and industry compliance requirements. John has successfully led outsourcing initiatives for numerous industry-leading mid-market and Fortune 500 corporations. His consultative approach sets him apart, challenging the "one-size-fits-all" norm prevalent in the BPO space and establishing him as a thought leader, industry expert, and client advocate.

## Unrivaled Domain Expertise Across:

- **Financial Services/Fintech**
- **Healthcare/Healthtech**
- **Insurance/Insurtech**
- **E-Commerce/Retailtech**
- **Technology/Techtech**
- **Telecommunication/Telcotech**
- **Information Services/Infotech**
- **Pharma/Biotech**
- **Life Sciences/Life Sciencetech**

John's extensive experience in administering and responding to hundreds of BPO RFPs and selection processes enables him to discern meaningful differences between companies. His keen focus on aligning clients with suppliers tailored to their specific needs ensures well-informed decisions and long-lasting, successful partnerships.



# John's extensive BPO experience, having worked with the following companies:



## Let's talk:

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*Whether you're a first-time outsourcer seeking a contact center or BPO vendor to gain a competitive edge, or a more experienced one in need of an additional or alternative onshore, nearshore, or offshore provider, I am readily available to assist. I'd be happy to jump on a call and share my industry knowledge and expertise.*

**FREE OUTSOURCING ADVICE AND GUIDANCE WITHOUT ANY OBLIGATIONS. GUARANTEED!**