

Timothy Hughes

Director of Implementation & Business Automation @ Tie

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Operations and implementation leader focused on building scalable systems that reduce manual work, improve consistency, deliver premium customer experiences, and help teams execute more effectively. I specialize in turning complex operational challenges into clear, repeatable processes — understanding the problem, the people involved, and the friction slowing progress, then breaking work into solvable components and designing practical workflows from the right combination of people, process, tooling, and automation. When automation is the right tool, I apply it pragmatically to strengthen workflows, reduce administrative burden, and build systems that operate with greater speed and consistency.

EXPERIENCE

Tie

May 2026 – Present

Director of Implementation & Business Automation

TKH.DEV

Apr 2026 – Present

Head Builder

- TKH.DEV is where I build under my own name — the home for my independent projects, from first sketch to the live, running thing. One banner over everything I make.

NMDP (Volunteer)

Apr 2025 – Present

Volunteer Courier

- Transport time-critical stem cell and cellular therapy products nationwide for patient transplants, coordinating complex multi-leg itineraries under tight collection-to-infusion deadlines.
- Maintain full chain-of-custody and temperature-controlled handling from donor collection through delivery, ensuring regulatory and NMDP BioTherapies compliance at every step.
- Hold active certification in confidentiality, bloodborne pathogen safety, and packaging protocols for the transport of cellular products.

Triple Whale

Oct 2024 – May 2026

Team Lead, Implementation · Apr 2025 – May 2026

- Directed onboarding projects for new clients while building scalable processes (automation, reporting, and HubSpot workflows) that cut down manual effort and improved visibility across the organization.
- Managed and coached a team of global Implementation Specialists, driving improvements in onboarding speed and customer adoption through clear playbooks and shared best practices.
- Partnered with leadership to design churn prevention strategies and oversee risk management processes, strengthening customer retention during onboarding.

Implementation Specialist · Oct 2024 – Apr 2025

- Led clients through the full onboarding journey, helping them connect data, configure workflows, and launch successfully.
- Designed reporting tools, training resources, and internal documentation that streamlined onboarding for both clients and teammates.
- Collaborated cross-functionally with Product, Sales, and Customer Success to troubleshoot challenges and deliver tailored solutions for unique client needs.

OutSystems

Jun 2023 – Oct 2024

Lead Escalation Manager

- Orchestrated the resolution of urgent, complex issues flagged by Leadership, Customer Success, or Sales, often working under tight deadlines to ensure customer satisfaction.
- Designed and implemented significant process improvements across the support organization, including automating reporting processes, several revamped JIRA boards, and a brand-new Premium Support offering.

Elastic Path

Mar 2023 – Mar 2024

Consultant, Product · Jun 2023 – Mar 2024

- Supported strategic partnerships and product initiatives, while training Elastic Path's Success, Support, and Sales teams on Unstack's functionality and limitations so they could effectively support and sell the platform.
- Developed comprehensive demo storefronts for sales and marketing, aiding effective product showcasing and sales efforts.

Senior Success Manager · Mar 2023 – Jun 2023

- Managed Elastic Path's inaugural Unstack clients post-acquisition, aligning project deliverables with client expectations and timelines.
- Collaborated closely with executive and product leadership to ensure accurate communication and efficient strategy execution.

The Leafy Group

Aug 2021 – May 2023

Consultant, Digital Analytics

- Managed multi-step event tracking across a number of ever-evolving sites: leafydoc.com, leafymate.com, and leafyquickwellness.com.
- Configured Universal Analytics events via Google Tag Manager, then led the migration from Universal Analytics to GA4.
- Shared expertise and was frequently asked for guidance on other software, such as Segment, HubSpot, and Klaviyo.

Unstack

Apr 2021 – Mar 2023

Senior Manager, Customer Support & Success · Aug 2022 – Mar 2023

- Played a pivotal role in the company's acquisition by demonstrating strong leadership in customer support, success, and product enhancement strategies that increased market competitiveness.
- Developed and implemented a dynamic onboarding email sequence tailored to user behaviors, improving customer engagement and informing proactive in-app chat outreach.
- Led a comprehensive overhaul of the customer support framework, introducing a Zendesk-based knowledge platform that enriched self-service and reduced support ticket resolution times.

Manager, Customer Support & Success · Apr 2021 – Aug 2022

- Owned onboarding and consulting for new users, frequently collaborating on content creation and advising on landing page optimization.
- Managed over 1,200 support tickets annually, identifying and resolving product and operational challenges that negated the need for new hires despite a reduced team size.
- Informed product enhancements through deep customer insights and oversaw aspects of the QA process.

WordStream

May 2018 – Apr 2021

Third Party Applications Specialist · Jan 2019 – Apr 2021

- Served as the key liaison within a startup-like pod, bridging gaps between the pod, customers, and the Customer Success team, improving communication and project alignment.
- Quickly exceeded initial responsibilities, contributing product enhancements that spurred early adoption and influenced the product's trajectory.

Implementation & Technical Support Specialist · May 2018 – Jan 2019

- Implemented and analyzed conversions for Google, Facebook, and Bing, deploying Google Tag Manager containers and configuring Google Analytics through personalized strategy calls with 30–35 customers per week.
- Became a go-to advisor at WordStream, configuring proprietary tools and third-party applications and providing expert support for the in-house marketing agency and Customer Success team.
- Designed workflows that drove an 84.62% improvement in Average First Response time and a 57.89% reduction in the Average Life-Span of a case.

MEDITECH

Jul 2017 – May 2018

Client Services Specialist, Implementation

- Led high-impact software implementations, ensuring strict adherence to timelines and client requirements through direct engagement, personalized training, and proactive issue resolution — consistently keeping projects ahead of schedule.
- Conducted in-person client visits to resolve user issues, facilitating both group and one-on-one sessions.
- Tailored sessions to client-specific needs while addressing concerns identified in comprehensive project pacing assessments.

Massachusetts House of Representatives

Jun 2016 – Jul 2017

Chief of Staff, Office of Representative Shawn C. Dooley

- Streamlined legislative and operational processes for the Representative, collaborated with committee members to draft legislation, and ensured robust public engagement with constituents.
- Handled press releases and the monthly newsletter "DooleyNoted," ensuring timely communication with the public.
- Researched, drafted, and filed legislation; managed time-sensitive constituent service issues and acted as a mediator with state agencies.
- Acted as a surrogate for the Representative at events, addressing audiences of various sizes.
- Migrated the office's file system, calendar, and tools to Google's cloud applications, improving efficiency and organization.

SELECTED WORK – TKH.DEV

app.tkh.dev

Live · private

A private, self-hosted life-OS I designed, built, and run for myself — one place for tasks, calendar, daily briefs, journaling, finances, workouts, and media. An installable PWA backed by Notion, with offline support, push notifications, AI-written daily summaries from a local model, and a companion Android app. I run the whole stack myself.

start.tkh.dev

Live · public

The launcher — the front door to everything under TKH.DEV, routing to each app under one roof. It's how the separate projects hang together under one name.

media.tkh.dev

Live · public

A self-hosted media-request portal wired into the TKH.DEV umbrella with shared sign-on.

finance.tkh.dev · health.tkh.dev

In progress

Two focused apps I'm spinning out of the main app's finance and body sections into their own subdomains.

The platform underneath

Live

All of it runs on infrastructure I set up and maintain: a reverse proxy, my own DNS, and single sign-on across every subdomain. The boring part that makes the rest feel like one product.

SKILLS

Implementation & Onboarding

Process & Operations Design

Business Automation

Customer Success & Support

Escalation Management

Analytics (GA4 / GTM)

Team Leadership

User Experience (UX)

Design

EDUCATION

Stonehill College

Bachelor's Degree, Political Science: International Relations · 2012 — 2016

Chiang Mai University

Study Abroad · 2015

CERTIFICATIONS

WordStream Certified