

KYLE COOGLER

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PROFESSIONAL SUMMARY

Business transformation leader with eight years of experience building scalable systems that improve customer experience, streamline operations, and enable growth. Combines AI-enabled automation, CRM strategy, process improvement, and change management to help organizations adopt technology, improve workflows, and solve complex business challenges. Proven success launching new functions, scaling platforms to serve thousands of users, eliminating manual work, training teams, and delivering measurable impact across banking, education, and technology.

CORE COMPETENCIES & SKILLS

AI Strategy & Automation • Business Process Improvement • Customer Experience Strategy • Organizational Change • CRM Management (Salesforce, HubSpot) • Leadership Training • Cross-Functional Leadership • Executive Partnership • Agile/Kanban Methodology • Systems Design • Dashboards & Reporting • Stakeholder Management

PROFESSIONAL EXPERIENCE

Founder

Custavox | Van Meter, IA January 2026 - Present

- CX intelligence platform that unifies feedback across multi-site locations to drive CS training, service and retention.

Director of Customer Experience

Midwest Heritage Bank | West Des Moines, IA April 2026 - July 2026

- Established a new CX function for a \$785M-asset bank through a merger and core systems conversion.
- Built a full training ecosystem from scratch: 12-month leadership coaching curriculum, quarterly all-staff materials, new-hire onboarding — reaching 170+ employees across 13 branches and two states.
- Unified customer service strategy across banking, insurance, and investment lines into one framework.
- Rebuilt customer feedback infrastructure, including new-account, loan, and exit-interview surveys.

Chief Operating Officer

Apprenticeship America (WIGU) | West Des Moines, IA March 2024 - February 2026

- Led operations for a ~13-person team spanning sales, marketing, development, and support.
- Managed the delivery of a statewide workforce platform, scaling to ~18,000 students within 12 months.
- Implemented AI-enabled tools and automations, reducing manual workload by ~3,000 hours annually.
- Partnered with CEO on strategic planning, product design, and execution, contributing to \$4M in funds raised.
- Managed and optimized Salesforce/HubSpot CRM, including dashboards, reporting, and user administration.
- Developed standard operating procedures (SOPs) for sales outreach, onboarding, and operational processes.

Program Coordinator

UNI John Pappajohn Entrepreneurial Center & CBGI | Cedar Falls, IA November 2018 - April 2024

- Managed and scaled IASourceLink, a statewide entrepreneurial program serving 100,000+ annual users.
- Designed and deployed an AI-powered chatbot, saving ~1,000 staff hours annually.
- Administered the state-mandated business licensing database with over 500 licenses.
- Maintained relationships with 400+ government and economic development partners.

EDUCATION

B.A. Public Relations & Digital Journalism
University of Northern Iowa, 2018

AWARDS & RECOGNITION

Top 25 National Finalist — *Schulze Entrepreneurship Challenge*, 2018
Student Entrepreneur of the Year — *UNI Wilson College of Business*, 2017