



# Join the team that's transforming LA and the nation.

Los Angeles County Metropolitan Transportation Authority  
**Chief Customer Experience Officer**

Metro is seeking a Chief Customer Experience Officer to assist in executing Metro's mission to provide a world-class transportation system that enhances quality of life for all who live, work and play within LA County. This is an opportunity to join one of the nation's largest and most innovative transportation systems.

**Join us.**



## Overview of Agency

Metro plans, administers, designs, constructs and operates LA County's transit and rail transportation system. Additionally, we are one of the nation's largest funders of multi-modal transportation and goods movement projects. Metro is truly unique among our national transportation constituents, with broad responsibilities in the areas of planning, programming, design, operations and construction.

## Mission, Vision & Key Goals

### Mission:

Metro's mission is to provide a world-class transportation system that enhances quality of life for all who live, work and play within LA County.

### Vision:

Metro's vision is composed of three elements:

- > Increased prosperity for all by removing mobility barriers
- > Swift and easy mobility throughout LA County, anytime
- > Accommodating more trips through a variety of high-quality mobility options

### Core Business Goals:

- > Provide high-quality mobility options that enable people to spend less time traveling
- > Deliver outstanding trip experiences for all users of the transportation system
- > Enhance communities and lives through mobility and access to opportunity
- > Transform LA County through regional collaboration and national leadership
- > Provide responsive, accountable and trustworthy governance within the Metro organization

## A singular agency for a place like no other.

Metro is truly unique among its national transportation constituents with broad responsibilities in the areas of planning, programming, design, operations and construction. More than 10 million people – nearly one-third of California's residents – live, work and play within its 1,433-square-mile service area. In addition to operating its own services, Metro administers and distributes funds for all LA County transit providers, as well as funds a wide variety of transportation projects, including highways, commuter rail, transit, arterial streets, bikeways, pedestrian connections and demand-reduction strategies.

## Current Challenges

Resulting from a 2016 ballot measure, the organization has an ambitious agenda to execute. The complexities of the organization include navigating a changing workplace as a result of the pandemic and potentially expediting projects in preparation for the 2028 Olympic and Paralympic Games. It is essential to ensure a skilled, diverse and inclusive workforce, an effective contracting function, and the safety and security of our system and those who travel with us. In addition, the services provided through our internal auditing function protect the integrity of our business practices. The overriding goal of the agency is to reduce traffic congestion throughout LA County.



## Position Description Overview

The Chief Customer Experience Officer is the highest authority responsible for overseeing the creation, management and execution of the agency's customer experience strategy. The position successfully directs Metro's Communications, Marketing and Customer Care programs, initiatives and activities to ensure a customer-centric vision and strategy.

## Leadership Competencies and Behaviors

In addition to joining a world-class team, the potential candidate must be committed to and demonstrate the following leadership competencies and behaviors below:

### Leading Change

Ability to bring about strategic change, both within and outside of the agency, to meet agency goals.

1. Act as a champion for change and strive for innovation
2. Set a strategic vision

### Results-driven

Ability to meet organizational goals and customer expectations.

3. Act decisively
4. Manage resources

### Leading People

Ability to lead people towards meeting the agency's vision, mission and goals. Ability to provide an inclusive workplace that fosters the development of others, facilitates cooperation and teamwork, and supports constructive resolution of conflicts.

5. Build effective teams
6. Commit to performance management as a daily practice
7. Manage diversity and work well with diverse populations
8. Inspire and motivate others

### Leading Self

Enhancing personal effectiveness.

9. Act with empathy and compassion
10. Act with integrity



## The Chief Customer Experience Officer...

- > Directs the strategy and planning of the agency's overall customer experience goals
- > Oversees the creation of strategic and tactical community outreach plans, programs, initiatives and activities impacting the agency
- > Drives the execution of programs and activities that improve customer satisfaction
- > Aligns CX with overall organizational objectives as determined by Metro Chief Executive Office (CEO) and its Board of Directors
- > Collaborates with all other department heads to deliver a great customer experience across all stages and touchpoints of the customer journey
- > Guides the communications and marketing teams to ensure alignment with the larger CX strategy
- > Determines communications strategy and executes programs to deliver communications objectives throughout the organization
- > Encourages problem-solving, strategic thinking and customer-orientation amongst the team
- > Prioritizes various customer experience initiatives to best achieve Metro goals and vision
- > Drives compelling strategic communications and impactful special events, including digital or virtual events
- > Promotes a culture of customer orientation within the agency through thoughtful and engaging internal communication
- > Develops the overarching messaging platform and narrative for the agency consistent with Metro goals and objectives, and to enhance Metro's image
- > Assesses key performance indicators and targets that measure customer satisfaction and oversees inter-departmental partnerships to adjust measures or correct course as needed
- > Develops strategic partnerships throughout the customer and business community to ensure all customer experience initiatives meet the needs of the areas Metro serves
- > Advises and makes recommendations to the CEO regarding communications, marketing, community outreach, and customer care and experience
- > Represents the agency before the Board of Directors, elected officials, governmental agencies, key stakeholders, inter-agency committees, staff and the public
- > Develops and implements crisis response communications strategies
- > Execute proactive and reactive media relations strategies
- > Discusses, informs and advises senior leaders on communications and special projects
- > Advocates Metro's safety vision; approves and adopts the agency's safety rules, policies, and procedures; communicates safety expectations; and maintains accountability for the safety performance of the entire agency
- > Contributes to ensuring that the Equal Employment Opportunity (EEO) policies and programs of Metro are carried out

## Position Qualifications

- > Bachelor's Degree in Business, Communications or a related field; Master's Degree in a related field preferred
- > Ten (10) years of relevant executive management-level experience in communications, customer experience or a related field
- > A valid California Class C Driver License or the ability to utilize an alternative method of transportation when needed to carry out job-related essential functions

## Salary

The salary range for the Chief Customer Experience Officer is HDD (\$222,664 – \$278,845 – \$335,026). Salary placement will be determined by education and experience.

## Benefits

### Financial Security

- > 401k Thrift Savings Plans
- > 457 Deferred Compensation Plans  
[metro.net/401k-457plans](https://metro.net/401k-457plans)  
[metro.net/401k-457comparison](https://metro.net/401k-457comparison)
- > CalPERS Pension Plan  
[metro.net/calpersbooklet](https://metro.net/calpersbooklet)  
[metro.net/calpersclassifications](https://metro.net/calpersclassifications)

### Group Benefit Plans

- > Medical/Dental/Vision/Life Insurance  
[metro.net/benefitsummaryguide](https://metro.net/benefitsummaryguide)
- > Health Care Spending Account
- > Dependent Care Spending Account

### Time Off

- > Time off with pay
- > Ten (10) paid holidays
- > Maternity & family leave

### Employee Perks

- > On-site fitness center & classes
- > Agency-wide fitness challenges/events & wellness fairs
- > Transportation pass & subsidies
- > Child care center
- > Employee assistance plan
- > Credit union
- > Recreational activities & discounts



## Application and Selection Procedure

To be considered for this exciting career opportunity, please submit a detailed resume, cover letter and a list of six work related references – two supervisors, two direct reports and two colleagues. Resume should reflect years and months of employment, along with relevant work experience. This position is open until filled.

Forward materials to [CPS](#).

Resumes will be evaluated based on the criteria outlined in this brochure. Those candidates who demonstrate the most relevant experience will be given preliminary interviews by the consultant. CPS HR Consulting will report the results to Metro. Metro will then select candidates to be interviewed by a panel.

A final interview process may be scheduled to further evaluate selected candidates. Reference and background checks will be conducted for the successful candidate.

Metro/PTSC is an equal opportunity employer.

For more information about Metro, please visit [metro.net](http://metro.net).

For additional information about this position, please contact:

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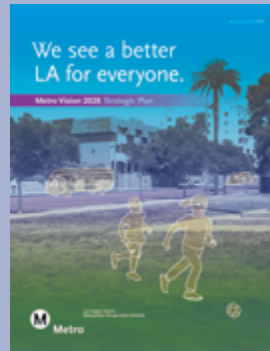
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CPS HR  CONSULTING

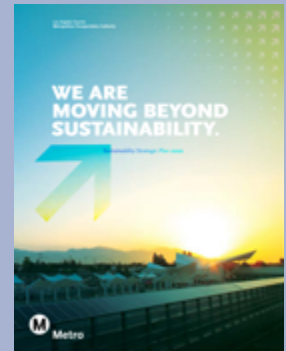


## More About Metro

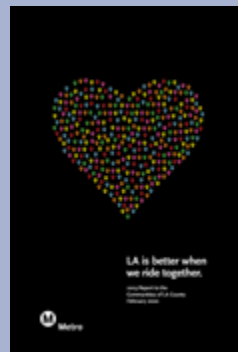
Learn more about Metro's current [initiatives](#) and [projects](#):



**Vision 2028  
Strategic Plan**



**Moving Beyond  
Sustainability**



**Report to the  
Community 2019**



**Recovery Task Force Reports**

## Finance and Budget Reports

Download the latest [financial information](#) in PDF format.