



# 4xi

Global Consulting & Solutions  
Inspiring a brighter future, together



## Executive Biography



### **Dina Wiltshire** Strategic Partnerships & Growth

Dina spent her career in Information Technology, call center, customer care and consulting in a variety of business verticals. Designing and developing solutions for call centers, unified communications and infrastructure management was a critical business need as the customer experience began moving from in person face-to-face to technology platforms.

How to bring warmth, engagement and genuine care onto the cold technology platforms became a mission. Managing, training and leading cross-functional teams to increase revenue, enhance the customer experience and exceed industry standard KPI's was the training ground to truly understanding what makes a company successful.

Prior to joining 4xi Dina worked with an entrepreneurial start up to bring a new and innovative patent to market that allows companies world-wide to meet or exceed their ESG mandates in eliminating plastic waste, reducing carbon footprint and meeting sustainability targets.

With customer care and the customer experience being at the forefront of her passion, Dina continues to identify opportunities and ways for business to reach out and touch their customers to encourage retention. Encouraging the flourishing of a dynamic relationship between customer and business is founded on well-defined principles.

With a servant-leader approach to her customers Dina shares her vision and how-to with insight and compassion. As Engagement Partner at Blackbox USA her focus was creating the best solutions for clients who wanted to make *their* customer experience world class. Educating, training and empowering employees and staff to become stewards for their companies is, for Dina, a key aspect of customer success.

Over her career, Dina has consulted in disinfection and infection control; SaaS help desk design; HVAC synthetic additives for reducing the carbon footprint; fund raising strategies for not-for-profit organizations; call center consulting to improve the customer experience and conducted studies for white paper publications. Understanding its causal affects and ultimately a solution to mitigate health care acquired infections was the focus and target of this project.

Growing up as a child in Africa, she saw firsthand how infections destroy lives, cause untold suffering and compromise the family, the village and the country with far reaching impacts on economy and success.

Studied French at Oxford College, United Kingdom and completed numerous studies in leadership and information management technology plus executive Finance and Accounting at McGill.

#### Client Engagements:

Dina is available to offer support on a consulting basis for individual projects and as ongoing expertise-on-demand.

If you are seeking to transform your employee and customer experience performance across your business and operations, Dina can help.

Dina brings first-hand operations and strategic experience to help her customers flourish.

Dina and the rest of the team at 4xi are here to help you drive positive change and impact.



**GROWTH**



**RETENTION**



**STRATEGY**



**TRAINING**



**CONSULTING**

