

MICHELLE BIRCH

Board Bio

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919.270.3950 call or text



Professional Background

- Chief Customer Officer, Bandwidth (NASDAQ: BAND) — \$750M+ publicly traded cloud communications company
- Founder, BirchLeaf Advisory — partnering with senior leaders to strengthen customer strategy, operational clarity, and organizational alignment through periods of rapid change
- Career spanning software development to C-suite executive, bringing technical depth paired with operational and customer leadership
- Experience presenting to Board of Directors on customer impact, operational performance, and transformation
- Manages significant budgets and 200+ person global organization

Areas of Expertise

Customer Strategy & Experience — Enterprise post-sale lifecycle, global operations at scale, digital and AI-enabled service models

Transformation & Modernization — Multi-year platform modernization, cross-functional alignment, organizational change leadership

Operational Scale & Performance — Scalable systems and workflows, continuous improvement, global market performance management

Governance, Risk & Internal Controls — Operational risk assessment, internal controls and compliance readiness, regulatory alignment

Leadership & Talent — High-performing global organizations, leadership development and succession, customer-centric cultures

Representative Achievements

- Lead large-scale transformation initiatives including major platform modernization and M&A integrations, ensuring customer trust, operational continuity, and cross-functional alignment through complex technology and organizational change.
- Maintain operational excellence in highly regulated environment, strengthening internal controls and governance standards while ensuring teams operate within defined risk tolerances.
- Build and lead award-winning 200+ person organization grounded in customer-centric culture, leadership development, and operational rigor.
- Known for grounded pragmatism in high-pressure situations—bringing clarity and practical judgment that enables confident decision-making.

Board Focus Areas

Technology-enabled companies navigating growth or modernization • PE-backed or growth-stage SaaS • Companies requiring customer, operations, or transformation oversight • Organizations in regulated or global markets

Education, Certifications & Board Service

- Bachelor of Science, Technology Management (University of Maryland Global)
- Change Management Certificate (Cornell University) • Certified Executive Coach (Center for Executive Coaching)
- Advisory Board Member, Women in Technical Leadership Program (NCSU Executive Education)