

# TRENT FRAZER, MS, BCE

Senior Operations & Analytics Leader | Board-Certified Entomologist | QA, Retention & AI-Powered Systems  
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## PROFESSIONAL SUMMARY

One of the rare industry leaders who has personally held every role in the pest control industry — from service technician and top-ranked sales representative to Branch Manager, Regional Manager, Director of Entomology & Technical Services, VP of Operations, and Senior Director of Quality Assurance. That full-stack career arc, built over 21+ years at a single company that grew from a regional operator into a national subscription brand serving 640,000+ customers across 80+ markets, produces a leadership profile that is genuinely difficult to replicate: equal command of what happens at the door, on the truck, inside the operations center, and in the boardroom.

Holds an M.S. in Entomology (University of Florida) and the Board-Certified Entomologist (BCE) credential — scientific qualifications that inform every operational and strategic decision. In the most recent phase of his career, architected an enterprise QA function from the ground up: building the metrics infrastructure, analytics dashboards, training systems, retention models, and field verification frameworks that translated service quality into measurable EBITDA protection. Known for finding signal in complex data, building systems that outlast any single initiative, and communicating with the clarity that operations leadership and the C-suite both demand.

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## CORE COMPETENCIES

- Enterprise QA Program Design & Governance
- Customer Retention & Revenue Protection Strategy
- Data Infrastructure & Dashboard Development
- Training Program Design & L&D Strategy
- AI Application Development & Prompt Engineering
- SQL / Advanced Formula Logic / BI Tooling
- Customer Lifecycle Analytics & Attrition Modeling
- Executive Communication & Stakeholder Management
- Analytics Platform Architecture (Sigma Computing)
- Field Operations & Service Quality Management
- Multi-Region P&L & Operations Leadership
- Root-Cause Analysis & Friction Mapping
- Board-Certified Entomologist (BCE)
- Process Improvement (DMAIC / SPC / VOC)
- Public Speaking & Media Relations
- Full-Stack Product Design (React / TypeScript / Supabase)

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## PROFESSIONAL EXPERIENCE

### Senior Director, Quality Assurance | *Aptive Environmental* 2021 – March 2026

Led the full QA, analytics, and customer operations intelligence function for a national pest control subscription company serving 640,000+ active customers across 9 regions. Owned strategy, measurement infrastructure, and cross-functional execution for retention and service quality.

- Architected and deployed company-wide QA infrastructure from scratch: call center grading logic, field service verification protocols, calibration frameworks, and a weekly quality scoring system grading ~74 operations centers on objective, variance-normalized metrics.
- Built and owned the Aptive Service Process (ASP) — a 4-phase, 16-behavior service standard — and developed the Aptive Field Guide (React/TypeScript + Supabase), a custom platform for training delivery, SP certification, and compliance dashboards.
- Designed the Zombie Customer Classification System, a multi-tier active subscriber risk model (Pre-Zombie through Full-Zombie/Disengaged) used by inbound and outbound loyalty teams to personalize save strategies and protect revenue.

- Architected 7 major analytics dashboards in Sigma Computing covering reservice rate, reschedule/appointment failure, winter service friction, cost-per-service, and customer communications — each built with proprietary bucketing logic, volume weighting, and statistical correlation analysis.
- Produced retention-critical insight: pay-per-treatment customers cancel at 3× the rate of monthly billing customers post-day 140; finding anchored a company-wide billing model conversion initiative (Project HANDLED).
- Quantified first-appointment failure as a leading churn indicator (associated with ~66% higher churn rate), enabling targeted upstream intervention at the highest-risk retention moment.
- Led a 7-person analytics and QA team; developed and deployed AI-powered QA tools including GPT-based systems for call analysis, training delivery, performance scoring, and operational decision support — reducing manual review time and accelerating team alignment on quality priorities.
- Developed scalable AI-assisted workflows for customer cancellation root-cause classification, shifting from surface-level stated reasons to structured friction taxonomy — enabling targeted process intervention and measurable accountability.
- Built end-to-end system designs for internal tools including inventory QA tracking applications and technician enablement platforms, aligning field operations with standardized protocols and KPI tracking.
- Served as Aptive's public face for scientific and technical thought leadership — quoted by name across PCT Magazine, Darien Times, Las Vegas TV news (News3LV), and multiple GlobeNewswire press releases; appeared on Lifetime TV's Designing Spaces representing Aptive's entomological expertise in a live field service segment.
- Partnered with Aptive's PR and marketing teams to translate complex entomological and operational content into consumer-facing messaging; authored and reviewed public-facing content on pest biology, seasonality, and treatment — including contributions cited in regional news coverage across multiple U.S. markets.
- Applied DMAIC process improvement methodology across QA initiatives — designing project charters, defining CTQs, conducting statistical process capability analysis (Cp/Cpk), building control plans linking KPIVs to KPOVs, and implementing SPC-based monitoring to sustain performance gains.
- Delivered all findings in executive-ready formats; primary analytics interface for the COO, SVP Strategy, and regional leadership across 9 regions.

### **Vice President, Operations** | *Aptive Environmental* 2019 – 2021

*P&L and operational accountability for Aptive's East division — encompassing the Midwest, Great Lakes, Southeast, Northeast, and Mid-Atlantic regions. Oversaw performance, staffing, compliance, and growth execution across field and office operations.*

- Directed multi-region operations spanning the Midwest, Great Lakes, Southeast, Northeast, and Mid-Atlantic — managing full-cycle accountability from hiring and training through customer retention and financial performance across dozens of operations centers.
- Navigated the company through the 2020 COVID-19 pandemic, maintaining continuous field operations without shutting down a single market — a critical outcome for a subscription service business where lapses in service delivery directly translate to customer cancellations and revenue loss.
- Built and scaled regional teams through annual sales season ramp cycles; developed branch and regional leaders and established performance expectations aligned to company-wide metrics.
- Drove operational standardization across a rapidly expanding multi-state footprint — building process infrastructure that later became the foundation for the enterprise QA function.
- Collaborated with product, technology, and marketing teams to align field execution with customer experience goals and subscription retention targets.

### **Regional Manager | Director of Entomology & Technical Services** | *Alterra Pest Control* 2012 – 2019

*Dual-role accountability during Alterra's growth from startup to a PCT Top 100 company acquired by Terminix in 2015 for \$75M in contract value. Held both regional field operations leadership and the company's senior technical/scientific authority simultaneously.*

- Served as Regional Manager while concurrently holding the Director of Entomology & Technical Services role — responsible for setting the company's scientific standards, pesticide protocols, species-specific treatment programs, and technical training curriculum for service professionals.
- Managed the Salt Lake City branch as a regional hub while overseeing multi-market performance across the region; developed branch-level leaders and drove accountability to retention and quality metrics.
- Part of the founding operations team that built Alterra from the ground up — contributing to the growth trajectory that took the company to \$44.7M in 2014 revenues (a 64% year-over-year increase) and ultimately to acquisition by Terminix in November 2015 as one of the 15 largest residential pest control companies in the U.S., with 400+ employees across 22 branches in 15 states.
- Completed M.S. in Entomology at the University of Florida (2015) concurrently with full-time branch and regional operations leadership — pursuing graduate-level scientific credentials while simultaneously managing multi-market field operations, a combination that directly qualified the Director of Entomology & Technical Services role held during the same period.
- Earned the All Star Region award every year of eligibility — the company's top recognition for regional operational excellence.

### **Branch Manager → Regional Manager | EcoFirst Pest Control**2008 – 2012

*Grew with EcoFirst from its founding through its acquisition by Terminix in 2011 — part of the core operations team that built the company to a \$24M business in under three years.*

- Opened and built the Denver branch from zero in 2008 — recruiting, hiring, training, and establishing the territory that became one of the company's earliest successful market expansions.
- Promoted to Salt Lake City Branch Manager in 2010, simultaneously taking on the Regional Manager role — overseeing multi-market operations during a period of aggressive national growth.
- Part of the operations team that drove EcoFirst's growth to \$24M in revenue, resulting in acquisition by Terminix in 2011 — the second consecutive Terminix acquisition of a David Royce-founded company.
- Earned the All Star Region award annually — consistent recognition for regional performance excellence.

### **Sales Representative → Sales Leadership | Moxie Pest Control**2005 – 2008

- Ranked among the top sales contributors company-wide for multiple consecutive seasons; performance directly led to early transition into branch operations leadership.
- Executed door-to-door customer acquisition and account management; developed deep expertise in customer communication, objection handling, and residential service agreement structures — skills that informed every leadership role that followed.
- Part of the Moxie operations team during its growth phase prior to the company's sale to Terminix in 2008, the first in a series of four consecutive successful company-building cycles.

## **EDUCATION**

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### **Master of Science, Entomology**2015

*University of Florida, Gainesville, FL*

### **Bachelor of Arts, Music**2008

*Brigham Young University, Provo, UT*

### **Volunteer Mission Service**2002 – 2004

*The Church of Jesus Christ of Latter-day Saints*

## **CERTIFICATIONS & CREDENTIALS**

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- Board-Certified Entomologist (BCE) — Entomological Society of America
- Licensed Pest Control Operator — Utah (and prior active licenses: TX, CO, WI, and East Coast markets)

## SELECTED PROJECTS & INITIATIVES

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**Aptive Field Guide (AFG)** — React/TypeScript + Supabase application (built via Lovable) serving as the central platform for SP training, certification tracking, field verification, and QA compliance dashboards across 80+ operations centers.

**Zombie Customer Classification System** — Proprietary active-subscriber risk model with 4-tier classification (Pre-Zombie through Disengaged); integrated with inbound/outbound loyalty operations to drive save strategy personalization and quantify True Exposure at-risk revenue.

**Project HANDLED (Billing Model Conversion)** — Designed and led a grassroots regional manager-driven initiative converting pay-per-treatment customers to monthly billing; anchored by data showing PPT customers cancel at 3× the rate post-day 140.

**Weekly Quality Scoring** — Objective ops-center performance grading system scoring ~74 centers on reservice rate (75% weight) and appointment completion (25% weight), using seasonal variance normalization and SUMPRODUCT-based volume-weighted regional targets.

## AI Technology & Development

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Beyond enterprise tooling at Aptive, Trent has independently designed and built multiple AI-powered platforms from concept through deployment — demonstrating full-stack product development capability combined with domain expertise in both operations and entomology.

**Aptive Field Guide (AFG)** | *React / TypeScript / Supabase / Lovable*

Enterprise training and compliance platform for 80+ operations centers. Features SP certification tracking, field verification workflows, ASP compliance dashboards, onboarding checklists, and coaching documentation. Built independently using AI-assisted development tools.

**AI Florist Platform** | *AI-Assisted E-Commerce / Custom Application*

Independently designed and built an AI-powered florist platform — handling product configuration, customer interaction flows, and order management using modern AI tooling and application development frameworks.

**The Wealthy Steward** | *AI-Powered Financial Guidance Platform*

Conceived and built a personal financial guidance platform powered by AI, designed to deliver structured financial stewardship tools and decision frameworks to everyday users — combining domain expertise with AI application architecture.