



Caller ID Reputation Appoints Shawn Stiffler as Chief Executive Officer

Stiffler takes the helm after 18 months of organizational and operational transformation at CIDR

IRVINE, CA, UNITED STATES, August 18, 2026 /EINPresswire.com/ -- [Caller ID Reputation® \(CIDR\)](#), a caller ID reputation monitoring and outbound optimization platform, today announced the appointment of [Shawn Stiffler](#) as Chief Executive Officer.

Stiffler steps into the CEO role after 18 months of reshaping and growing the organization, first as Chief Revenue Officer. During that time, he has helped restructure the organization to optimize performance, improve accountability, and align departments around a common priority: delivering better service and outcomes for CIDR customers. His appointment marks the next stage for a company that is expanding both its technology and its standing in the industry as a provider helping businesses navigate an increasingly complex outbound phone channel.

"CIDR has tremendous technology, data, industry relationships, and people," said Stiffler. "What I saw when I came here was an opportunity to bring those pieces together around a shared standard for how we operate and how we serve our customers. We've made a lot of progress, but there is much more we can build from here."

Building the organization behind the technology

Stiffler joined Caller ID Reputation with extensive experience scaling teams and building service-focused organizations. Before CIDR, he spent a decade at Doctor Genius, where his leadership responsibilities included building teams and developing processes to support a growing B2B SaaS organization.

He has brought that same philosophy to Caller ID Reputation: sustainable growth requires more than simple customer acquisition. Instead, Stiffler's methodology centers on people, processes, accountability, and service infrastructure that support customers. Over the past 18 months, that approach has impacted nearly every part of the organization. Stiffler has helped establish strong outcomes across sales, customer success, service, and support while enhancing organizational alignment.

"Shawn has a unique ability to identify strong performers, bring out the best in people, and create accountability at every level of an organization," said Joe Alcaraz, Founder of Caller ID Reputation. "We have already seen the impact of his leadership across the company. He understands that growing CIDR means not only continuing to build great technology, but also

building the organization necessary to deliver on what we promise our customers. He has demonstrated that he is the right person to lead CIDR into its next stage.”

Putting service at the center of CIDR’s next chapter

That service-first approach is especially important in caller ID reputation, where businesses operate in an environment they cannot fully control.

Caller ID reputation is dynamic. Labels can change, unsuccessful calls are inevitable, and there’s no single action that guarantees a call will be delivered or answered. Businesses need visibility into how their outbound calls are represented, insight into what may be affecting their numbers, and the ability to respond when problems emerge. CIDR provides visibility through its caller ID reputation monitoring and remediation platform. The company runs scans at regular intervals to provide continuous visibility into caller ID reputation, helping organizations identify labeling changes and take informed action.

For Stiffler, the technology is only part of the responsibility.

“Customers come to us because the phone channel has become difficult to understand,” said Stiffler. “They don’t need another black box. They need useful data, people who understand the ecosystem, and a partner who can help them determine what to do next. That combination of technology, transparency, and service is where I believe CIDR can have the greatest impact.”

It is an approach that reflects CIDR’s broader operating principles of integrity, transparency, and empowerment through data. Stiffler has described CIDR’s role as helping bridge the gap between businesses, carriers, consumers, and other participants in the telecom ecosystem.

From managing reputation to improving the call journey

As CEO, Stiffler will oversee CIDR’s company-wide strategy, operations, go-to-market organization, customer experience, partnerships, and continued product expansion. The company is also broadening its approach to outbound call optimization. Alongside CIDR’s Monitoring Platform and Remediation Managed Services, complementary products, including DialRight and DialStats, are designed to provide businesses with greater insight across more stages of the outbound call journey. The goal is not to promise perfect numbers or guaranteed connections. It is to help businesses make better decisions before, during, and after the dial, from healthier dialing practices and intelligent lead selection to early detection of labeling changes and faster, data-driven remediation.

“We’re not trying to tell customers that every call is going to work,” said Stiffler. “That isn’t how this ecosystem works. What we can do is give businesses better visibility, information, and tools so they can make smarter decisions and increase the odds of successful connections. That is the company we’re building.”

Under Stiffler’s leadership, CIDR will continue to invest in its technology, people, partnerships, and customer experience while maintaining the principles that have shaped its market position: built for compliance, backed by data, and trusted by enterprises.

“CIDR has an opportunity to set a higher standard for what businesses should expect from a partner in this space,” Stiffler said. “We want to earn that trust through what we build, how we operate, and how we show up for our customers every day.”

About Caller ID Reputation

Caller ID Reputation (CIDR) is a caller ID reputation monitoring and remediation platform that helps organizations identify, understand, and address reputation issues affecting their outbound phone numbers. CIDR provides continuous scanning capabilities at regular intervals, giving businesses ongoing visibility into how outbound calls are labeled across carriers and devices. Through monitoring, diagnostic insights, remediation services, and call optimization tools, CIDR helps organizations make more informed decisions, support compliance alignment, strengthen brand trust, and improve the chances of successful connections.

Monica Oh

Caller ID Reputation

+1 949-694-0222

[email us here](#)

Visit us on social media:

[LinkedIn](#)

[Instagram](#)

[Facebook](#)

[YouTube](#)

[X](#)

[Other](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/934851129>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2026 Newsmatics Inc. All Right Reserved.