


# MICHAEL LUU

Lead Customer Success / Key-Account-Manager/ Data Analyst

+4916092349629 @ michael.luu@gmx.de  
https://www.linkedin.com/in/michael-luu-17767235/ Berlin 20.11.1989


## EXPERIENCE

- 

Senior Customer Success Manager

01/2024 - 04/2024


Berlin, GER

**Banxware**
  - Define processes and workflows for customer success
  - Conducted business intelligence analysis and developed comprehensive dashboards using Snowflake and Metabase
  - Implement customer success best practices
  - Cultivate relationships with key clients (e.g. Lieferando, Tidely, TeleCash, Qonto, Zalando)
- 

Team Lead Customer Success

08/2022 - 11/2023


Berlin, GER

**Nufin GmbH (Moss)**
  - Managerial responsibility for up to 5 FTE (incl. Interview Process)
  - Career Development & Coaching of the team
  - KPI monitoring and implementation of performance enhancing measures
  - Key Account Management: responsible for ICP and Key-Accounts (Portfolio performance around 7m €/month)
- 

Senior Customer Success Manager

12/2021 - 08/2022


Berlin, GER

**Nufin GmbH (Moss)**
  - Responsible for ICP (ideal customer profile) Customers
  - Onboarding customers to Moss to build relationships and increase usage of credit cards and other Moss software stack (API integration)
  - Increased Portfolio performance from 1m €/month to 4,6m €/month within H1 2022
- 

Key-Account-Manager

03/2020 - 01/2021


Berlin, GER

**Viessmann Solutions and Services GmbH**
  - Sales responsibility over 5 Viessmann sales offices (Bremen, Herford, Mannheim, Ulm, Kempten)
  - Specialist for maintenance contracts & technical questions
  - B2B Partner Management
  - B2C Sales Manager
- 

Sales & Customer Relationship Manager

03/2019 - 01/2020

Berlin, GER

**Viessmann Solutions and Services GmbH**
  - Heating as a Solution(HaaS) - contracting product for heating systems
  - Developing, maintaining, intensifying and expanding close customer relationships with our network of heating installers (B2B)
  - Support and administrative contact point for sales and technical questions in regard of the heating systems
  - Optimizing the sales and onboarding process for B2B Partners
  - Technical/commercial product presentations in-house and on customer site
- 

Customer Care Team Lead

12/2017 - 09/2018

Berlin, GER

**InstaFreight GmbH**
  - Development and Planning of the Customer Care Department in a fast-paced Start-up environment
  - Led customer care team to maximise customer satisfaction, retention and operational excellence
  - Managerial responsibility over 4 FTEs (incl. Interview Process)
  - Consolidating Feedback from Customers for the product team
  - Identify and prioritize improvements and updates to increase process efficiency (incl. new automations and processes within various platforms including Salesforce and Freshdesk)



## SUMMARY

**Turning insight into impact:**  
Leveraging a decade of customer expertise with data analytics to drive meaningful results and maximise customer loyalty

## LANGUAGES

Chaozhou Dialect	Native	●●●●●
German	Native	●●●●●
English	Proficient	●●●●●
French	Intermediate	●●●●●
Mandarin	Intermediate	●●●●●

## EDUCATION

**Bootcamp: Data Analytics with Engineering**  
Spiced Academy  
09/2024 - 12/2024 Berlin, GER

- Bootcamp: Data analysis with Python / Data Modelling / Machine Learning / SQL databases / Descriptive & inferential statistics / Data visualisation & dashboards with Tableau & Metabase

**Bachelor of Arts (B.A.) in International Business**  
Nuremberg Institute of Technology  
10/2010 - 08/2014 Nuremberg, GER

- International Economics
- International Business Management

**Abitur**  
Pestalozzi Gymnasium Biberach  
09/2000 - 06/2009 Biberach, GER

- Major in Geography and Chemistry

## SKILLS

**Software & Productivity Tools**  
MS Suite · Google Suite · Salesforce · Hubspot · Freshdesk · Jira · Slack · Datev · VS Code · dbt · Metabase · Tableau · Asana · Miro · Notion · DBeaver

## EXPERIENCE



### Senior Sales Manager

03/2017 - 12/2017

InstaFreight GmbH

Berlin, GER

- New customer acquisition through various channels (cold and warm leads)
- Responsible for customer retention of own customer portfolio (B2B & B2C)
- Provide cross-departmental support to Operations, Product & Business Development to achieve set performance targets
- Development of InstaFreight Express in collaboration with the operations team



### Sales Consultant

04/2016 - 03/2017

Thermondo GmbH

Berlin, GER

- Contacting and advising prospects on the latest clean tech and heating solutions in a dynamic B2C environment
- Developing sales and marketing strategies to meet company objectives
- Develop and test strategies (MVP) for the 'Outside Sales Strategy' concept in the Hamburg area
- Handle customer complaints and work with other departments to develop sustainable solutions to maintain customer satisfaction & retention (After Sales)



### Inside Sales Manager

06/2015 - 04/2016

CloverDX

London, UK

- Expanded project deliverables, increasing client satisfaction by {15%} through enhanced service offerings and proactive communication
- Increased contract renewal rate by 15% by enhancing customer engagement and streamlining renewal processes
- Development of a global Inside sales strategy in cooperation with the American office



### Inside Sales Account Manager

06/2015 - 01/2015

CloverDX

Prague, CZ

- Responsible for building and delivering against a sales strategy business plan for new Enterprises and Small-Medium Enterprises (SME) customer accounts in Europe
- Develop and maintain trusted relationships with senior level decision makers, and other key buyers
- Qualification and identification of customer needs which can be resolved with CloverDX products

## SKILLS

### Data Analytics Skills

Python · Pandas · SQL · SQLAlchemy