


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

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Senior Customer Success Manager01/2024 - 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)
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Team Lead Customer Success08/2022 - 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)
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Senior Customer Success Manager12/2021 - 01/2022

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
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Key-Account-Manager03/2020 - 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
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Sales & Customer Relationship Manager03/2019 - 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
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Customer Care Team Lead03/2019 - 03/2020

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

06/2012 - 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