Dustin McFarlane

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Work Experience

Senior Account Manager (Strategy & Planning/Emerging Products) Nov 2023- Oct 2025
Uber Freight- *Dallas, Texas*
- Cultivated and maintained relationships with broker customers, ensuring a high level of satisfaction and trust.
- Managed customer, internal, and third party stakeholders through TMS integration process (EDI & API), continuing to own customer engagement through feature roll-outs and changing integration capabilities.
- Owned relationship, volume targets, and associated KPIs for Uber Freight's largest broker customer (top 10 overall customer).
- Created comprehensive engagement strategy for a new product launch, resulting in 90% customer retention rate after year one.
- Demonstrated high-level escalation management skills, swiftly addressing and resolving complex customer issues to maintain a strong partnership.
- Analyzed data points and created key metrics for customers, consulting on best practices for maximizing revenue and productivity via UF's product.
- Designed an "Onboarding Playbook" tailored for UF's emerging product, streamlining the introduction process and ensuring a smooth transition. Used to onboard over 30 customers, leading to over $5 million in top line revenue.

Associate Manager Apr 2022- Nov 2023 Uber Freight- *Dallas, Texas*
- Developed and implemented data-driven strategies to increase revenue and reduce customer churn, resulting in a 17% increase in net revenue half over half (2022 H1/H2).
- Utilized SQL to analyze customer data and identify trends and patterns, leading to more targeted sales and marketing efforts.
- Led a team of Account Managers, providing training and support to improve their analytical skills and drive sales success.
- Regularly traveled to meet with customers on-site in order to deepen relationships and uncover further expansion opportunities.
- Redesigned team pricing strategy to gain more revenue in the "Spot Market". Relied on extensive industry knowledge and research to roll out pricing models, resulting in 30% increase in load volume H1/H2 2022.
- Spearheaded the hiring process, identifying and securing top talent to build a high-performing team of account managers and coordinators.

Account Manager Nov 2020- Apr 2022 Uber Freight- *Dallas, Texas*
- Managed a portfolio of key enterprise accounts (Starbucks, Pepsi Logistics Company), overseeing daily operations, pricing strategy, and SLA adherence.
- Redesigned and recreated our team data/resource repository. Created a custom dashboard that tracks account growth, pricing opportunities, service metrics, and re-engagement opportunities.

- Selected by senior management to helm the launch of the Starbucks account; led Uber Freight to pass all carrier onboarding check points, driving on time performance and data compliance to meet the customer's strict standards. Successfully gained acceptance to Starbucks Carrier Network.
- Grew Starbucks account to over $5 million in net revenue within 12 months of the first load. Starbucks grew to become the 5th largest in the company (2022).
- Named 2021 Q3 Account Management MVP.

Customer Success Coordinator Nov 2019- Nov 2020 Uber Freight- *Dallas, Texas*
- Consistently led UF with top metrics among Customer Success Coordinators.
- Named August 2020 Uber Freight MVP.

Professional Development
- Analytics Academy: Completed courses in SQL, data visualization, and analysis using Google Data Studio and Excel.
- Tableau Training: Completed beginner and intermediate level Tableau training courses.
- Excel Training: Completed intermediate and advanced Excel training courses.

Education
Bachelor of Business Administration December, 2017 Texas State University - *San Marcos, Texas*

Skills

- SQL
- Tableau
- Google Data Studio
- Google sheets/Excel
- Data analysis and visualization
- Data-driven decision making
- Sales strategy development
- Team management and leadership
- Customer relationship management