

TL;DR: these are some highlights of my work here at Shopify that I'm proud of. [Here](#) is my blueprint.

Performance and Impact:

- I received an exponential level impact within my first year at Shopify. Since then I have only ever received high-positive or positive impact levels. Most recently in February 2023 was promoted to Launch Engineering Team Lead in February 2023.
- I've had over 800 face to face conversations with active Shopify Plus merchants of all sizes (\$1M - \$100M+) in the last 3 years. This has given me expert platform knowledge and deep merchant empathy. I have a keen ability to provide a high quantity of work without sacrificing quality. From July 2021 - February 2022 I averaged ~8 calls per week, for a total of 269 merchant calls. This was 63% more calls than the second individual MSM result during the same time period.
- In October 2022 I was identified by Merchant Success leadership as a top performer in the Merchant Success Manager craft. This resulted in me having lunch with Bobby Morrison to share my perspective shortly after he joined.
- [Canopy](#) requested a new MSM shortly after upgrading to Shopify Plus because of how frustrated they were with their experience. After taking them on I was able to turn the relationship around and start to deliver value right away. They reached out to MS Leadership to share that they felt working with myself and MS was the most high-leverage relationships they have amongst all their technology partners. Screenshot of their feedback [here](#).

Merchant Success <> Product Partnership

- In October 2022 I met with Dan Debow (VP Product, Demand) to discuss how to better enable MSM's to drive adoption. Based on his feedback, I created [Shopify Audiences Raises the Bar](#) to explore what made the Shopify Audience release such a success (also recorded a quick [2 min video](#) with my thoughts). I created [this](#) executive summary which I presented to Leah Clark (former Director of Merchant Success), which includes [this](#) framework of improved collaboration. This work helped to inform NAMER Product Prioritization GTM strategy ([source](#)).
- In Q4 of 2022 I collaborated with the product team to help identify some of the earliest merchants to use our Shopify Shipping API. I received [this](#) positive feedback from Saara Hafeez Malik, Senior Product Lead. This work led to my collaboration with cross-functional teams (PM, PMM, engineering, UX) to ensure Jennifer Fisher Jewelry would be our first alpha merchant for a new integration between Shopify Shipping and Celigo scheduled for build.

Merchant Success <> Plus Support Authentication

- The [project brief](#) I created played a key part in the progress we've made to ensure our merchants are secure. The [global recommendations](#) I provided for MS Enablement on Authentication were worked into MS onboarding content across regions.

Ongoing learning: Certifications in Web Development from Lighthouse Labs (02/21), Data Analytics from Juno College (02/23), and Remote Leadership Management from Gitlab (08/22). [altMBA](#) graduate

(06/21), Remote Leadership. AI and Generative AI for Everyone from Coursera (09/23 and 03/24), Python for Data Science, AI & Development (in progress), Cohere LLM University (in progress).