

# Nick Lawson

CUSTOMER SUCCESS MANAGER

## Profile

As a seasoned Enterprise Customer Success Manager with a passion for building relationships. I thrive on maximizing technology to drive customer value. Unique ability to simplify complex concepts for non-technical audiences in order to drive organizational change.

## Employment History

### Enterprise Merchant Success Manager (L7), SHOPIFY PLUS, Toronto

MARCH 2023 – JANUARY 2025

- Managed a diverse portfolio of 20 enterprise merchants on Shopify Plus representing \$30M in ARR. Spearheaded end-to-end renewal processes, conducted QBRs, identified upsell opportunities, and partnered with product teams. Consistently exceeded quarterly NRR and Expansion targets - 126% to target for 2024.
- Collaborated on 'Zero to AI' course to upskill Shopifolk with Learning and Development team. 94% satisfaction rate from participants.
- Teamed up with VP Product, Demand to turbocharge feature adoption playbook for GTM teams. Presented a winning plan to Executives, boosting product adoption by 15% and shaping North American Product GTM strategy.
- Participated in Sidekick development with AI Product team during 'Hack Days', refining prompts and ensuring conversation quality.

### Senior Merchant Success Manager (L6), SHOPIFY PLUS, Toronto

MARCH 2021 – MARCH 2023

- Managed 25-45 Shopify Plus merchants, hitting targets. Leveraged Executive Reviews to drive product feedback, boosting satisfaction and revenue.
- Built executive relationships, driving adoption of Merchant Services products. In one quarter, top 3 GMV merchants switched to Shopify Payments, generating ~\$1.3M revenue.
- Led VOC project to enhance support authentication, reducing unauthenticated requests by 20%. Global recommendations to Merchant Success Enablement improved onboarding, increasing merchant satisfaction and retention by 30%.
- Received the Shopify Values award for outstanding performance, as voted by both peers and leaders.

### Merchant Success Manager (L5), SHOPIFY PLUS, Toronto

MARCH 2020 – MARCH 2021

- Exceeded performance and retention targets for 60 merchants on Shopify Plus, utilizing Executive Business Reviews to align with Sales and deliver valuable product feedback. Resulted in increased merchant satisfaction and revenue growth.
- Received Exponential impact status within my first year. This is awarded to less than 5% of the entire company.

### Customer Success Manager, NUDGE.AI, Toronto

SEPTEMBER 2019 – FEBRUARY 2020

- Nudge was an AI-based revenue intelligence platform for sales teams, used to identify gaps in stakeholder relationships, with the goal of finding and decreasing pipeline attrition.

## Details

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## Links

[linkedin](#)  
[Twitter](#)

## Skills



## Languages

English

- Reported directly to the CEO, led entire customer journey for a portfolio of B2B SaaS customers including Pendo, Airtable and OMERS.
- Implemented CRM automation and enhanced reporting capabilities for Bouncex that resulted in a 20% increase in logged activities and an 8% reduction in slipping accounts.

### Customer Success Manager, ShopBrain, Toronto

JANUARY 2017 – SEPTEMBER 2019

- ShopBrain was a virtual shopping assistant powered by artificial intelligence to find online shoppers the best price in real time.
- Managed a portfolio of customers through the entire lifecycle from onboarding, adoption, and renewal.
- 90% retention rate for clients by ensuring focus on the delivery of a seamless experience from onboarding through the customer journey to achievement of business outcomes and ultimately renewal.

### Head of Customer Support, SHOP.CA, Toronto

MARCH 2016 – DECEMBER 2016

- Responsible for operations of Customer Support. Managing, coaching and driving the performance of a team of Customer Support Representatives to ensure KPIs are consistently met and surpassed.
- Acted as Voice of Customer (VOC). Analyze customer data and feedback, identify areas for process improvement, and work with cross functional teams to implement changes.

### Customer Support Team Lead, SHOP.CA, Toronto

JUNE 2015 – MARCH 2016

- Hired, trained, and lead a team of 8 Customer Support representatives responsible for driving 91% CSAT and 71% NPS.

### Customer Support Representative, SHOP.CA

AUGUST 2014 – MAY 2015

### Senior Technical Recruiter, TCES, Tundra, and ProvisionIT

SEPTEMBER 2008 – JUNE 2014

## Education

### altMBA

MAY 2021 – JUNE 2021

### Bachelor of Arts, University of Windsor

JANUARY 2004 – DECEMBER 2008

## Courses

### Generative AI for Everyone, DeepLearning.AI

JANUARY 2024 – FEBRUARY 2024

### AI For Everyone, DeepLearning.AI

AUGUST 2023 – SEPTEMBER 2023

### Data Analytics, Juno College

FEBRUARY 2023 – MAY 2023

### Intro to Web Development, Lighthouse Labs

FEBRUARY 2021 – MAY 2021