
SUMMARY

- ◆ **Customer-centric professional with strong business acumen, focused on renewals and expansion.**
- ◆ **Proven record of managing, developing and retaining an enterprise book of business across international markets and verticals.**
- ◆ **Experienced at engaging and getting buy-in from C-levels and other key decision makers from Fortune 500 companies.**

PROFESSIONAL EXPERIENCE

Smartly.io

Senior Customer Success Manager – Jan '22 to Present

- Act as the main point of contact for customers to deliver an exceptional customer experience and ensure they get the most value out of their social advertising.
- Manage the customer onboarding process: define the timeline, work cross-functionally to get the product set up, lead clients through onboarding, and help them launch their first tests.
- Manage the feature definition and labeling process: analyze client ads and suggest creative features to tag (e.g. objects, colors). Work with the engineering and labeling teams to get these features tagged.
- Continuously problem solve alongside our clients: provide best practices and consultative advice, bring feedback into product discussions.
- Collaborate effectively across functions including Sales, Marketing, Technical Solutions, Services, Product and Engineering.

Coohom

Director of Customer Success – Jan '21 to Jan '22

- As the first dedicated hire for the Customer Success function in the US, I developed the Global Customer Success Program from the ground up, including creating the Customer Engagement Playbook to establish processes and regular workflows across the customer lifecycle.
- Drive all post-sales account management and customer relationship development for the company's Key Strategic Accounts, including Furniture of America, UMA Home Décor, The RoomPlace, Friant, and eDesign Tribe.
- Continuous development of renewal/upsell/cross-sell strategy.
- Mentor and provide guidance to Customer Success Consultants in HQ.
- Work cross-functionally with teams across the US, EMEA and Asia, most frequently with Product and Sales. Actively solicit feedback from clients and surface those insights to internal teams to address frequent customer pain-points in the subsequent versions of the platform.
- Highest-rated US employee from last performance review.

Welkin Health

Senior Customer Success Manager – Mar '19 to Sep '19 (Affected in company-wide layoffs)

- Oversaw the entire portfolio of Welkin Health's enterprise accounts, including Nevro, Axonics, Ascensia and Fern Health.
- Developed and executed renewal strategy for company's largest and most business-critical customer Nevro, resulting in a successful contract renewal with an ARR value of \$900,000+.
- Coordinated and delivered Executive Business Reviews on a semi-annual cadence with highly engaged stakeholders as well as more frequent check-ins to outline their critical success factors, metrics for success, and action plans.

Self-Employed

Freelance Strategy Consultant – Jan '17 to Feb '19

- **Chinese Culture Center of San Francisco:** Created organization's donor growth and member engagement strategy via digital and physical touchpoints for 2019.
- **Simply Compete:** Generated leads and validated new sales opportunities in greenfield markets and territories, resulting in 2x revenue growth from October 2017 to October 2018.
- **TIX Group:** Created and executed successful market entry plan from ANZ to APAC and oversaw customer & partnership acquisition strategy for 2017; managed relationships with enterprise partners such as Citibank, Standard Chartered Bank, KPMG, and Ernst & Young.

Jingo & Friends

Co-Founder and Chief Growth Officer – Apr '16 to Mar '18

- Developed business growth, online marketing strategy, and multi-platform promotion program.
- Directed and managed media creation team to develop our proprietary video and written content.
- Researched, identified and managed partnerships with consumer retail brands such as Skechers.

Lithium Technologies

Customer Success & Strategy Consultant, APAC – Apr '14 to Mar '16

- Built and enacted regional customer success program which directly contributed to the APAC team yielding 2x ARR growth during my tenure.
- Managed entire portfolio of enterprise customers in APAC such as StarHub (Singapore), Indosat (Indonesia), AmBank (Malaysia), and Ford Motor Company (Australia).
- Developed and conducted onsite and remote onboard training for all new program launches in APAC including DTAC (Thailand), AMP Capital (Australia), Commonwealth Bank (Australia), and Bank of New Zealand (New Zealand).

FutureBrand

Senior Commercial Manager – Aug '13 to Mar '14

- Managed and led regional commercial team to identify new business opportunities across APAC to achieve revenue targets; attained 120% of quota in Q4 2013 (avg. spend of an end-to-end branding solution is 1 million USD).
- Primary driver in bid proposals process, which includes client scoping sessions, coordination of resources, collation of critical information and preparation of final bid documentation.

MediaCo Marketing

Regional Account & Business Development Manager – Oct '11 to Aug '13

- Managed all APAC accounts and led sales team in creating new business opportunities with companies including Servcorp, Michael Page International (Singapore, Taiwan, Hong Kong, and China), and Euler Hermes, a subsidiary of Allianz SE.
- Created concept-to-execution strategies to tap into greenfield markets, doubling client base in under a year and achieving 210% of quota in 2012.

EDUCATION

University of California, Berkeley

Bachelor of Arts in Mass Communications