

# Ben Hubbard

## Head of Customer Success

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Leader in customer experience with extensive intersectional expertise in product marketing, customer success, support, and enablement. Committed to creating and growing outstanding customer success functions and strategies, I frequently write about customer success strategies and best practices on my [website](#).

### Highlights at MessageBird:

- Exceeded churn rate target: Q3 2021 with a net churn of 1.7% against an 18% forecast, and 2022 with 3.6% churn against a 9% target.
- Managing a portfolio of ~\$5.2m.
- Directly responsible for \$150k expansion revenue in 2022 Q2+3 and \$150k in 2023 to date.
- Contributed to a further \$250k of expansion in revenue-supporting sales.

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## Experience

### [MessageBird](#) (Acquired Taxi for Email) / Lead Customer Success Manager / Account Manager

September 2018 - Present

- Grew from a Customer Success, Support and Education Manager and was **promoted into a Customer Success Lead** for the Taxi for Email product. From early 2023, became an Account Manager, responsible for \$125k expansion every quarter and 100% renewals (annual \$5m BoB) in 2023.
- Maximized financial potential by identifying opportunities across my book of business and providing subject matter expertise to close the deals, **leading to \$350K in upsell revenue in 2022**.
- Developed and **built a customer onboarding process** as part of the broader customer journey strategy.
- **Re-designed the team structure and ticketing process** to reduce first-line support tickets whilst providing customer education to domain experts to decrease reliance on escalations.
- Fostered collaboration and built relationships with key stakeholders cross-functionally from **C-Suite to Sales & Marketing** to align on their goals for Taxi and provided advisory.
- **Managed a team of 3 through the acquisition** and provided mentorship, subject matter expertise and coaching.
- **Analysed usage data and identified risk factors** such as low customer usage of the main product features to create a rescue plan, highlighting the business value and impact of utilising the product.
- Initiated a **clear pathway for user feedback** to be incorporated into the product roadmap.

### [GatherContent](#) / Product Marketing Manager / Customer Success Manager

July 2015 - August 2018

- **Promoted from a Customer Success Manager to a Product Marketing Manager** to communicate the product's value to customers and convert them into leads.
- Conducted customer interviews to **update the customer journey**.
- Audited the marketing funnel to gain actionable insights, which led to

doubling the conversion rate to ~20%.

- Produced case studies and customer enablement content to **drive the bottom of the funnel** and the adoption of new features.
- **Managed** the help centre documentation, produced new content, and refined existing content.
- Resolved customer inquiries through Intercom, providing expertise on broad topics from technical questions to billing, achieving an average of 98% 🧐 or 😊 rating for conversations.
- **Designed and implemented** the customer onboarding experience, utilising in-app messages and email to deliver helpful communication.
- **Facilitated** weekly webinars to teach customers how to use the product.
- **Enhanced my knowledge** of email drip, segmentation, automation, paid social ads, content distribution, content personalisation and image/video editing by providing support in those areas.

## **PAYMILL / Marketing Manager, UK**

February 2014 - July 2015

- **Oversaw UK marketing activities** for PAYMILL, including negotiating event sponsorship, representing PAYMILL at events and contributing to strategic marketing decisions, which included **leading two key product launches**.
- **Key Account Management** in the UK.

## **Almath Crucibles Limited / Sales & Marketing Manager**

January 2012 - January 2014

- **Spearheaded** email marketing, CRM, SEO, analytics, key account management and building out the sales process to streamline orders and support customer retention.

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## **Education**

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**Anglia Ruskin University / BSc (Hons.) Sports Coaching & Physical Education (2:1)**

**ProductLed / ProductLed Growth Certified**

June 2021

**MEDDICC / MEDDPICC Masterclass V2**

May 2023

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## **Tools**

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**Customer Success:** Salesforce, Hubspot, Strikedeck, Quip, Zapier, ClientSuccess, Mixpanel, Looker, Mode, Calendly, Intercom, JIRA.

**CMS & marketing platforms:** Shopify, Wordpress, Big Cartel, Magento, Statamic, ActiveCampaign, Drip, Mailchimp, Braze, MessageBird.

**Web dev:** HTML, CSS, Liquid, JS, Adobe Creative Suite, Sketch, Jekyll, Figma.

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## **Outside of work**

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**Run Lead & Co-Captain / TrackEast**

- Responsible for community management, growing attendance through Instagram and coaching in-person sessions.
- Organising track sessions weekly in collaboration with the leadership team.
- Leveraging my experience as a qualified England Athletics run leader.