

Louis A. Falla, M.B.A. & PMC

Digital | Technical | Strategy | E-Commerce | Operations

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Summary: Highly effective and result oriented digital strategist with 10 years of proven client management, project management, digital marketing and technical skills. Recognized for strong leadership and effective communication style, ability to manage cross-functional teams to meet critical deadlines in a fast-paced environment, and exceeding goals for maximum revenue generation.

Skills: *E-Commerce and Supply Chain Strategy*
Contract Negotiation & Retention Strategy
Strategic Development & Operation Planning

Sales Methodology
Change Management
Technical Project Management

Experience: **TurnTo Networks**, New York, NY

Solutions Manager (October 2020 – Present)

- Manage a \$1.6MM portfolio of 45 global eCommerce DTC sites; such as Nike, Converse, Brooks Runnings, identify clients' needs from both a business and technical perspective, and work closely with stakeholders to define and fulfill objectives.
- Own all of the pre and post-launch processes, such as; kick off, scoping and onboarding of clients, off-boarding and work on additional enhancements of the live client roster.
- Manage complex projects implementing ecommerce platform extensions (Shopify, SFDC, Magento), API and custom implementations, resolve issues related to data feeds, JS code, ESP implementation, email deployment; and technical SEO.
- Create and maintain healthy business relationships with clients from initial engagement through post-launch, perform business reviews, monitor technical performance monitoring to maximize loyalty and demonstrate partnership value.
- Evangelize client adoption through education and training on key value proposition, present new features and drive maximum adoption
- Drive and own the contract renewal process for each account and oversee the upsell growth of each account.
- Own all client communication, work with internal (Product, Product Marketing, Sales, R&D) and external teams to maintain projects on track and within budget, hold technical calls and explain to business and technical stakeholders solution requirements.
- Monitor and troubleshoot technical issues for existing clients, track/maintain clients' record and data in CRM; and manage/track billable support hours.

Botify, New York, NY

Strategic Customer Success Manager (October 2019 – September 2020)

- Managed a \$1.5MM portfolio of 32 enterprise level clients; such as Epic Games, Etsy, CVS, Comcast, ABC, JPMorgan Chase, created and developed strong business relationships with top decision makers in each organization.
- Created strategic plans, set partnership goals/initiatives, developed success plans and reporting, worked towards clients' technical SEO strategy (on-page and off-page optimization), and assured ROI maximization through partnership and platform.
- Provided SEO recommendations and areas of opportunity to increase site traffic, rankings, conversion, and improve keywords research for search engines, such as Google and Bing globally.
- Ensured complete solution adoption and evangelization through education, reiterated and reintroduced company exclusive SEO methodology with 93% retention rate.
- Upsold core cloud-based platform, new product releases, additional partnerships and managed/negotiated all commercial contracts. – Showed a 20% upsell growth.

- Worked cross functionally with other department stakeholders (Marketing, Product, R&D, Tech Support, etc.) to deliver on overall company goals.
- Developed internal strategy plan process and documentation for entire organization to line up new company strategy,
- Built out executive business review decks for 9 client success managers, playbooks, and provide client managers/associates with engagement strategies and best practices.

Pitney Bowes, Commerce Cloud, New York, NY**Strategic Client Success Manager** (June 2017 – September 2019)

- Managed P&L for 25+ enterprise e-commerce clients generating \$35MM in sales, created and cultivated trusting client relationships.
- Managed internal team members to provide a 360 degree full e-commerce service solution.
- Ensured product awareness/adoption to evangelize clients, analyzed areas of growth/optimization, and created strategy for revenue generation, such as; Crate & Barrel (i.e. mobile implementation generating \$650K+), eBags (i.e. planned and executed email marketing campaign producing \$150K+), Dooney & Bourke (i.e. created a free returns program generating \$50K+), international marketplace (i.e. Rakuten, TMall generating \$300K) - Showed a growth of 15% in 2018 portfolio and Q1-Q2 2019.
- Monitored and tracked online customer acquisition, consumer behavior, transactional and revenue performance, coordinated implementation of corrective actions when necessary.
- Planned and executed promotional calendars, prepared budgets and forecasts; created financial/hindsight reporting.
- Owned all client communication, maintained subject matter expertise in technology, industry's best practices/trends.

Pitney Bowes, Software Solutions, New York, NY**Technical Project Manager** (February 2017 – June 2017)

- Led technical discussions with 30+ enterprise clients in US, UK and AU (ex. Target, Saks, Gymboree).
- Ensured timely platform integration and code deployments; and retained \$30MM in revenue.
- Collaborated internally to plan project sprints, maintained status reports and best practices.

Pitney Bowes, Global E-Commerce, New York, NY**Global Technical Account Manager** (February 2016 - February 2017)

- Gathered technical and business requirements for platform integration, managed development resources to implement and deploy code into production.
- Managed and owned the debugging of issues for 30+ ecommerce sites, planned and managed work for 9 front-end developers; and 5 project managers.
- Managed the prioritization, trade-off decisions, management of beta programs, coached stakeholders/product owners, conducted Scrum and Agile meetings (Capacity Planning, Refinement, Stand ups, Retrospectives, etc.), identified and removed blockers to keep teams moving forward.

Borderfree Global E-Commerce (acquired by Pitney Bowes), New York, NY**Senior Client Services and Social Media Associate** (October 2012 – December 2015)

- Responsible for 30+ enterprise clients, on-boarding, end-user experience, provided technical/operational processes to US and UK e-commerce companies such as, J.Crew, Nordstrom, Harrods, Neiman Marcus etc., collaborated in UX/UI projects; and managed 30+ junior associates globally.
- Created and executed global strategy via messaging, audience identification, and content creation.

Achieve Beyond, White Plains, NY

Client Services and Operations Coordinator (August 2011 – September 2012)

- Developed marketing plans, increased revenue by 97.50% in all 4 markets, managed 120+ clients; and 30+ employees and 40+ subcontractors.

Notify MD, New Rochelle, NY

Client Services Supervisor (December 2010 – July 2011)

- Managed 3 enterprise clients, and operations resulting in revenue retention of \$150K yearly.

Credentials: *Technical:* Proficiency in Microsoft Excel, Word, PowerPoint, Outlook, Project, Mac OS, iWork Pages, Numbers, Keynote, PeopleSoft, Raiser's Edge, Adobe Photoshop, Agile, Waterfall & Kanban methodologies, QlikView, CyberSource, Atlassian JIRA, Google Apps, Zendesk, Hootsuite, Salesforce, Pentaho, Challenger Sales Methodology certified, SPICED Sales Methodology certified, ChurnZero, Pramata, Technical SEO, Moz SEO certification, BrightEdge SEO certified, Botify SEO certified, Google Analytics certified, Shopify, knowledge of SQL Server, HTML, CSS and JavaScript.

Language: Bilingual proficiency – English and Spanish, Knowledge of Italian and Portuguese

Education: **COLUMBIA UNIVERSITY**, Fu Foundation School of Engineering and Applied Science, New York, NY

Computer Programing Certificate in *Full Stack Engineering*, expected June 2021

IONA COLLEGE, *Hagan School of Business (AACSB Accredited)*, New Rochelle, NY

M.B.A. in *Management* and **Post Masters' degree** in *International Business*, August 2010

Overall G.P.A. 3.4 | Management G.P.A. 3.6 | International Business 4.0 – *Cum Laude*

B.B.A. in *Marketing* May 2007 | Overall G.P.A. 3.1 | Marketing G.P.A. 3.5

Reference: Available upon request.