

# JACOB ALAN LAWRENCE, MPA

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## Customer Success Manager | Public Sector SaaS | Adoption & Retention

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### SUMMARY

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Customer Success professional with 5+ years driving product adoption, renewals, and retention for public sector SaaS customers. Proven ability to build deep customer relationships with government stakeholders, develop Customer Success Plans, and assess customer health and maturity levels to improve engagement strategy. Experienced managing 12-20 concurrent accounts in fast-paced environments while collaborating cross-functionally with Sales, Product, and Support.

### KEY RESULTS

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- 13 of 14 executive escalations resolved without commercial concessions, protecting customer relationships and securing renewals
- 120+ customer engagements delivered (training, Business Reviews, working sessions) with 4.8/5 satisfaction
- 87% portfolio adoption of playbooks and self-service resources, promoting customer use of scalable enablement content
- 1-2 weeks earlier risk detection through customer health dashboards tracking maturity levels and engagement signals
- 92% on-time delivery maintained across 12-20 concurrent customer engagements through strong project management
- Collaborated with Sales to recognize expansion opportunities; partnered on territory planning and renewal positioning
- Voice of Customer advocate internally, synthesizing feedback to influence product roadmap and service priorities

### PROFESSIONAL EXPERIENCE

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#### Customer Success Manager / Implementation Consultant

*Tyler Technologies (Public Sector SaaS) | United States (Remote) | Jul 2020 - Dec 2025*

- Managed portfolio of public sector clients (courts, municipalities, state agencies), building deep customer relationships with key stakeholders and technology leaders
- Developed and maintained Customer Success Plans documenting customer goals, success metrics, and value expectations
- Assessed customer health and maturity levels using Power BI dashboards; improved customer engagement strategy through data-driven insights
- Hosted and conducted recurring customer meetings, working sessions, and Business Reviews with executive stakeholders
- Led new customer onboarding from kickoff through go-live, coordinating Professional Services and advanced training
- Operated as nexus for customer engagement, coordinating with Sales, Product, Support, and Marketing to deliver outcomes
- Promoted customer use of self-service capabilities and scalable programs (webinars, playbooks, community content)
- Championed customer needs with development teams; participated in product design reviews and roadmap discussions
- Recognized organic expansion opportunities within accounts and engaged Sales team to pursue growth

## Management Analyst

*Village of Morton Grove (Local Government) | Morton Grove, IL | Sep 2018 - Jul 2020*

- Led enterprise SaaS adoption across municipal departments; built relationships with department heads and drove utilization
- Delivered \$200K annual value through technology modernization and cross-functional process improvements
- Client-side project manager for enterprise software implementation; led requirements, UAT, and go-live coordination

## Deputy Village Clerk

*Village of Itasca (Local Government) | Itasca, IL | Jan 2015 - Feb 2018*

- Supported enterprise system implementations; coordinated cross-departmental adoption and end-user training
- Developed deep understanding of local government operations, procurement, and stakeholder dynamics

## CORE COMPETENCIES

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Customer Success Plans • Customer Health & Maturity Assessment • Business Reviews (QBR/EBR) • Renewals & Retention • Onboarding & Enablement • Expansion & Growth • Voice of Customer • Cross-Functional Collaboration • Project Management • Public Sector Experience • Escalation Management

## TOOLS & PLATFORMS

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**CRM & CS Platforms:** Salesforce (familiar), Microsoft Dynamics (daily), Customer Health Dashboards  
**Analytics:** Power BI (Microsoft Certified), Excel (formulas, pivot tables, data manipulation and analysis)  
**Collaboration:** JIRA, Confluence, Smartsheet, Teams, SharePoint, M365

## EDUCATION

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**Master of Public Administration (MPA),** Northern Illinois University

**Bachelor of Arts,** Community Leadership & Civic Engagement, Northern Illinois University