

## JACOB ALAN LAWRENCE, MPA

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Dear Hiring Manager,

Public sector organizations face unique cybersecurity challenges, and helping them gain visibility into network threats is exactly the kind of mission-critical work I want to be part of. As a Customer Success professional with five years driving adoption and retention for government SaaS customers, plus prior hands-on experience in local government operations, I would bring the dual perspective needed to build deep relationships with ExtraHop's public sector customers and help them realize the full value of the platform.

At Tyler Technologies, I managed portfolios of 12-20 public sector accounts through the full customer lifecycle. I developed Customer Success Plans documenting goals and value expectations, assessed customer health and maturity levels to refine engagement strategy, and delivered 120+ customer engagements including training, Business Reviews, and working sessions with a 4.8/5 satisfaction rating. When issues arose, I resolved 13 of 14 executive escalations without commercial concessions by coordinating cross-functionally with Sales, Product, Support, and partners. I also served as Voice of Customer internally, channeling feedback that shaped product priorities.

What differentiates me is my government-side experience. Before joining Tyler, I worked as a Management Analyst for the Village of Morton Grove, where I led enterprise software adoption across departments and served as client-side project manager for a major system implementation. I understand how government organizations evaluate technology, navigate procurement cycles, and define success. This allows me to meet public sector customers where they are and translate platform capabilities into outcomes that matter to their operations.

ExtraHop's recognition as a leader across Gartner, Forrester, and IDC speaks to both product strength and team execution. I am drawn to an environment where the product delivers real value and the Customer Success team plays a direct role in helping customers stay ahead of threats. I would welcome the opportunity to discuss how my public sector experience can contribute to ExtraHop's continued growth.

Sincerely,

**Jacob Lawrence**