

# Lo Selby

## CX Leader | Data Nerd | Developer

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Vashon, WA

Strategic and analytically minded self-starter who readily drives change by tackling ambiguous problems, effectively communicating solutions, and delivering results through a commitment to learning and development. Known for excelling at strategic business planning, user experience, team building and leadership, creative problem solving, cross-functional team collaboration, and ensuring the accuracy and integrity of data and actionable insight.

## REFERENCES

Available on request.

## EDUCATION

### Full-Stack Development Certificate

University of Washington | 2021-2022

### Undergraduate Studies

Washington State University | 2020-2021

University of Colorado | 2011-2012

## RELEVANT SKILLS & EXPERIENCE

- CannaTech SaaS
- Data Analytics
- Critical Thinking
- Strategic Planning
- Technical Process Documentation
- Project Management
- Startups
- Developing Business Analytical Reports on KPIs, Customer Retention, and Product Adoption
- SQL & NoSQL Databases
- JavaScript
- Lookr

## EXPERIENCE

### Customer Success Team Leader / Director

GrowFlow (Dama Financial) | June 2021- Present

- Drive efficiencies for the CS team by empowering them through technology and data to make their lives easier.
- Alongside leadership, implementation, sales, product, and engineering teams, identify gaps in the Customer Experience and develop strategies focusing on big-picture client satisfaction and value realization.
- Oversees the management, support, and growth of ~ 10 internal team members.
- Helps hire, then onboards and mentors the CSM team to expand existing customer relationships by understanding client goals.
- Maintain quarterly team goal of 85% In Trial to Paying Customers.
- Develops automated workflows & business analytical reports in various SaaS tools to optimize data efficiency and team scalability.

### Customer Experience Manager, Market Growth & Development

GrowFlow (Dama Financial) | November 2020 - Present

- Manage the customer experience for new market expansion including training, onboarding, account management, and all things customer support.
- Champion CX excellence and collaborate with other CX, Product, and Engineering leaders to drive ongoing projects and initiatives
- Advise strategic solutions to solve CX gaps and customer problems across various functions
- Collaborate with compliance, product, and other stakeholders to conduct compliance research for new markets to determine product-market fit, and prioritize ongoing compliance projects
- Provide internal documentation and training to Sales and CX teams to ensure that team members are up to date with the latest regulations and product changes made to support market regulatory needs

### Customer Success Associate

GrowFlow (Dama Financial) | August 2020 - February 2021

Account managed a book of business including all enterprise, cultivation, and manufacturing businesses in the state of Washington. Identified business value points with customers to drive customer retention and product adoption.

### Territory Sales Manager & National Sales

Austin & Kat | Sept 2019 - July 2020

- Successfully adopted the Rocky Mountain region as a new selling territory by establishing new account leads, local distribution, and B2B relationships
- Provided CBD education, regulatory awareness, and marketing strategies to businesses, customers, and at trade shows

### Customer Experience Lead

Joy Organics | December 2018 - June 2019

- Develop and implement customer experience strategies and processes.
- Create a Training guidebook and conduct training and development for all future Customer Experience employees
- Research and implement new customer experience SaaS tools to allow us to scale for growth and efficiency.