

Maxwell Kohn

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Relevant Experience

Salesforce, Global Lead Solutions Engineer and Team Lead - myTrailhead

June 2019 – Present

- Managed a pipeline of over \$74m+ ACV across a global territory with \$12.7m+ in closed revenue as the only SE
- Built, managed, and maintained SE Assets, Demo Materials, and Enablement for Global Salesforce Core SE Team
- Responsible for strategic partnership between Product and Sales and prioritization methodology of roadmap items
- Created and managed a certification and enablement program for 70+ SEs globally for scale of product specialty
- Mentored SEs across global departments, and onboarded myTrailhead SEs +manager as department grew
- Supported a global team of sellers to build myTrailhead from a \$0 AOV business to >\$30m AOV in 2 years
- Developed and published 2 applications on the Salesforce AppExchange to fill product gaps to increase ACV

WalkMe Digital Adoption Product Manager

August 2017 – June 2019

- Created a framework of prioritization and implementation as well as the strategy for driving employee efficiency through the world's first Digital Adoption Platform across 35+ enterprise software solutions
- Partnered with C-Level Executives, VPs, and other heads of business to drive cross-functional efficiency
- Reduced internal training time by 30%, customer support costs by 40%, and increased employee productivity and engagement in key areas of inefficiency by simplifying user experiences across multiple software suites
- Generated framework, positioning, and materials for creating internal WalkMe CoE at Fortune 100 companies
- Served as key liaison to Product team to develop the Product Roadmap in accordance with company vision

WalkMe Customer Success Manager

January 2017 – August 2017

- Establish a strategic advisor relationship with clients, from the post-sale handoff through the life of their partnership with WalkMe including onboarding, showcasing value/ROI, and ensuring renewal
- Demonstrate and articulate ROI of WalkMe based on specific client goals and KPIs, providing both a qualitative and quantitative-based understating of how improvements are making an impact
- Monitor customer utilization trends and feedback to provide recommendations to the WalkMe product team
- Identify risk and create actionable and trackable success plans to reduce risk for churn

WalkMe Solutions Engineer – Senior UX & Training Lead

October 2015 – January 2017

- Developed data-driven web-based solutions resulting in cost savings, funnel optimization, and operational efficiency
- Served as Senior UX/UI consultant for Fortune 100 companies utilizing knowledge of CSS, HTML, and Javascript
- Generated and delivered an enablement program across IS platforms resulting in a 20% reduction in onboarding
- Responsible for timely delivery and project management of numerous concurrent technical projects and escalations

Cisco Global Business Analyst

July 2014 – September 2015

- Responsible for conducting stakeholder discussions as well as reviewing, synthesizing, and compiling data on a weekly and biweekly basis for cross functional projects and programs
- Actively seek out new opportunities for transformational cross-functional stakeholder alignment for project and program visibility and for advancement of the University Program as well as my immediate team
- Develop and execute a rotational program for future new hires to gain a broader business skill set
- Align areas of Cisco's business to create global solutions for internal business problems

CDW-G Account Executive Intern, UNC Chapel Hill

April 2013 – December 2013

- Worked with IT leaders across UNC as well as with executives in HP, Adobe, and other leading technology companies to bridge relationships between university departments
- Assisted in the raising of "UNC Higher Education sales" to #2 in the nation

Education

University of North Carolina at Chapel Hill, May 2014

Relevant Coursework and Certifications:

- Writing for Business
- Entrepreneurial Finance
- Industrial Economics
- Financial and Managerial Accounting
- Project Management Training
- Lean Six Sigma Yellow Belt
- Salesforce Certified Admin, Advanced Admin, and Platform App Builder
- HTML, CSS, JS, Git, AJAX, jQuery, Bootstrap
- **Github Repository:** <https://github.com/mkohn4>