

I'm known as the person who builds and nurtures strong client relationships, drawing on >10 years' experience in customer-facing roles. I streamline processes, work cross-functionally to enhance customer satisfaction and drive operational efficiency. I excel at identifying customer needs, implementing strategic solutions, and upselling opportunities that foster long-term business growth in B2B SaaS environments.

Career Achievements

Drove Strategic Adoption & Efficiency:

Spearheaded a structured onboarding process for 3M Canada's Connected Safety Platform, a B2B SaaS solution, resulting in a 20% increase in adoption among large strategic accounts (\$1B+ in revenue). Achieved through tailored training, Mutual Success Plans, regular QBRs, and effective cross-functional collaboration with sales, engineering, and product teams.

Innovated Through Digital Transformation:

Conceived, pitched, and secured funding for the **3M Canadian Digital Hub**, a transformative initiative that streamlined workflows and reduced new product introduction times by over **20%**. This digital transformation not only enhanced operational efficiency but also significantly improved the way customer success was delivered.

Established Cutting-Edge Technical Facilities:

Designed and oversaw construction of 3M Canada's **Oil and Gas Laboratory and Customer Innovation Centre**, a landmark project that fostered innovation and customer collaboration.

Boosted Revenue & Customer Retention

Leveraged strong customer relationships and used CRM tools to analyze customer adoption trends, identify expansion opportunities leading to additional revenue through upsell opportunities.

Awards & Recognition

- Technical Circle of Excellence Award for Technical Championing
- Golden Step Award
- Nominated for 5 Technical Circle of Excellence Awards
- 15 Records of Invention, 6 Patent Applications and 2 Published Patents

Relevant Work Experience

Career Break

2023 to present

Managing and dealing with personal and family responsibilities.

3M Canada Company

1997 - 2023

3M Canada - Customer Success / On-boarding Specialist / Product Owner - Connected Safety Platform - Personal Safety Division

Owned post-sale deployment, adoption, and customer training for 3M's Connected Safety Platform, a B2B SaaS solution used by enterprise customers such as Amazon, Nutrien, Teck Coal and others.

Developed and executed Mutual Success Plans, ensuring customers and 3M reached their goals

Provided technical troubleshooting, effectively diagnosing configuration, and integration issues. Worked closely with developers to prioritize features and resolve bugs.

Acted as a liaison between customers and internal teams (sales, engineering, and product) to improve customer outcomes

Provided Voice of Customer and Voice of Market insights to Business and Development Teams.

Developed technical documentation, User Instructions, FAQs, and best practices to empower customers and internal support teams

- Drove 20% increase in adoption of Connect Safety Solutions at strategic accounts (1B+ in revenue) through structured onboarding, QBRs and Mutual Success Plans
- Leveraged customer relationships to drive upsell opportunities and boost physical product sales at key accounts, resulting in over \$5MM in additional revenue.
- Spearheaded the creation of a custom project management tool, reducing customer onboarding time by 15%
- Standardized on-boarding training, providing consistent experience across accounts.
- Streamlined technical content creation, improving documentation turnaround and usability

3M Canada - Lab Manager, Transportation and Electronics Business Group

Managed and mentored a team of 12 Application Engineers (AEs), aligning responsibilities to divisional priorities and top opportunities

Partnered with Sales Management to ensure customer plans were smoothly implemented and ensured Key Metrics were met
Led Application Engineering digital transformation, incorporating remote live training and online engagement

- Conceived, pitched, and secured funding for the 3M Canadian Digital Hub
- Reduced new product introduction time by 20%+
- Introduced and directed the development of short form-video content to highlight key technical product features on social media

3M Canada - Technical Manager, Oil and Gas

Responsible for recruiting and hiring talent

Managed and mentored a team of 6 R&D researchers

Led strategic direction for product development and application engineering in the oil and gas sector.

Collaborated with universities, government agencies, and partners to develop innovative and sustainable products. Leveraged government funding to support R&D activities and new product development.

- Designed and oversaw the construction of 3M Canada's Oil and Gas Laboratory and Customer Innovation Center
- Secured and leveraged \$500,000 funding from Governments to support development activities
- Implemented safety program, developed SOPs, conducted monthly walkthrough inspections, ensuring safe operations.
- Hosted customer events that included Senior 3M Leadership, included 3M's Global CEO and Vice-Presidents

Experience prior to 2007 at 3M Canada:

Held a number of progressive and diverse roles including:

- Application Engineering Specialist, Mining, Oil and Gas Markets
- Laboratory Business Action Team Lead
- Technical Application Specialist, Speciality Materials
- Technical Application Engineer, Consumer Products

Education and Professional Development

Education:

BAsC., Chemical Engineering, University of Toronto

Professional Development:

Coursera - Python for Everybody Specialization

Boot.dev - Backend Developer Career Path

Udemy - The Complete 2024 Web Developer Bootcamp

Coursera - AWS Fundamentals Specialization