

# Max Rock

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*Remote | Willing to travel as needed*

## Experience

**Orbital Sidekick | Account Manager, Hyperspectral Remote Sensing Operations** | September 2024 - Present | San Francisco, CA  
(Remote)

- Lead all Oil & Gas presales activities from feasibility studies through contract close, serving as the primary point of contact for technical validation of OSK's hyperspectral monitoring solution
- Own post-sales account management for all commercial Oil & Gas and Mining customers, managing onboarding, delivery, renewals, and long-term growth
- Designed and implemented the customer success operations framework, including processes like the Customer Passport, to standardize engagement and accelerate value realization
- Partner cross-functionally with product and marketing teams to ensure customer feedback shapes the roadmap and drives adoption across critical features
- Built internal dashboards and led weekly reviews to track activation, uncover friction points, and drive continuous improvement across accounts

**Planet Labs PBC | Customer Success Manager** | December 2022 - August 2023, February 2024 - June 2024 | San Francisco, CA  
(Remote)

- Drove adoption of Planet's satellite data solutions across 20+ enterprise accounts in forestry, agriculture, and finance by leading onboarding, training, and workflow optimization
- Partnered with marketing to align product positioning and messaging throughout acquisition and activation, ensuring consistency across customer touchpoints
- Provided tailored solutions and consultative guidance that helped customers integrate Planet data into operational workflows, driving measurable outcomes and expanding account value
- Acted as a customer advocate, capturing feedback and usage insights to influence product development and inform continuous improvements in the customer success journey
- Identified growth opportunities within accounts and partnered with sales to expand usage into new business units, contributing to long-term retention and revenue growth

## World Bank Group

**International Finance Corporation (IFC) — GIS Consultant, ESMAP & Biodiversity** |

*Oct 2023 – March 2025 (Short-term contract, Remote)*

- Delivered executive-ready spatial insights and forecasting models for offshore energy investments across Latin America and the Caribbean
- Supported financial risk assessments using geospatial indicators and custom visualizations to inform infrastructure funding decisions

## National Aeronautics and Space Administration (NASA) DEVELOP National Program

**Team Lead** | Mato Grosso Agriculture Project

*April 2022 - June 2022 | NOAA – NCEI Asheville, North Carolina |*

- Directed a remote sensing research team using Random Forest modeling in Google Earth Engine to classify crop types
- Produced deliverables, dashboards, and executive briefs for NASA, NOAA, and USDA stakeholders

## Education

**University of Wisconsin - Madison | M.S. GIS Development & Cartography** | January 2021 – 2024 | D.N.F

**University of Wisconsin - Milwaukee | B.A. Geography** | September 2016 – December 2020