



Alex Keen

Director of Customer Success

A growth focused customer success professional with a proven history of transforming new or under-performing teams into successful ones.



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EDUCATION

Human Resource Management

University of Saskatchewan

09/2010 - 04/2014
Saskatoon, SK

SOFTWARE PROFICIENCIES

Salesforce

Zendesk

Illustrator

D2L

Hubspot

Notion

Confluence

INTERESTS

Bad painter

Tabletop Game Design

Backwoods Camping

Sewing

Audiobook recording

WORK EXPERIENCE

Customer Success Director SignAgent

04/2021 - Present

Regina, SK

SignAgent is a cloud-based subscription service used for signage project management and design

Achievements/Tasks

- Managed and expanded the Customer Success & Support department
- Oversee LMS material and course structure
- Develop onboarding and account expansion plans for enterprise customers
- Create many-to-one education: webinars, training videos, group Q&As
- Ensure CS metrics and strategies align with sales and product goals

Customer Success Manager SignAgent

05/2020 - 04/2021

Regina, SK

Role

- Provide product training and tailor implementation to individual organizations
- Worked with design company executives to create custom training plans
- Created onboarding automations for small and medium users

Customer Success Manager Alert Labs

07/2019 - 05/2020

Kitchener, ON

Alert Labs makes IOT building sensors

Role

- Perform needs assessment for new industries and large customers
- Designed and delivered 1 to 1 or 1 to many training
- Created the customer journey
- Led subject matter experts in designing and maintaining an LMS

Branch Manager - Canadian Training & Development Lead Lennox Parts Plus

10/2015 - 06/2019

Regina, SK

Lennox is a manufacturer and wholesaler of HVAC systems and repair parts

Role

- Managed direct reports in customer service and sales
- Provided account management & CRM tracking for HVAC companies

Internal Sales Representative Westlund LTD.

08/2014 - 05/2019

Saskatoon, SK

Westlund is an industrial piping wholesaler