

Canonical Written Interview

1. Education

- In terms of mathematics, physical science and computing I did very well. I got straight As in both math and science, with science being my strongest suit and the subject I was most passionate about (Favorite class was AP Biology). In terms of computing; I did not take classes regarding the use of computers but used them in almost all aspects of school. I used them for any and all research, projects, papers, excel for spreadsheets, etc. Most of my technical expertise comes from my work experience outside of high school.
- I was an overachiever in high school, I had a 3.8 GPA (non-weighted,). I took many AP and honors courses, graduated with honors and was part of the National Honors Society. Outside of school work I was (and still am) an avid skier, I was on the JV tennis team, and I also volunteered or backpack tutors, helping inner city children with homework.
- In terms of languages, I took French (5 and 6 only to learn to write and get college credit as levels 5 and 6 are CIS, College in the Schools, courses), as for speaking French I am fluent due to my mother being French and only speaking to me in French. I also took Spanish all the way to level 6, and continued in college, I am not fluent but I am conversational. I also took advanced composition, one of the advanced language arts courses. We did not have conventional rankings in subjects but in terms of Spanish I can specifically remember that unlike 90% of the students I attempted to speak with a proper accent. Also, the teacher would speak to us in Spanish or the first 5-10 minutes of class to get us used to hearing it. Most students either didn't listen or didn't understand. The teacher made a joke during that time, I was the only person in the class who laughed.
- My highest achievements were my 3.8 GPA (average of A), the National Honors Society, and, more abstractly, the fact that through CIS and AP courses I started college with a semesters worth of college credits.
- No, I graduated from college in 2011.
- I chose the University of Wisconsin – Madison. I chose this school because it was in the top 25 schools in the nation, the best school I was accepted into, and they have reciprocity with MN, so tuition was low. The degree I chose was international studies. I have always been passionate about travel, culture, and living in a global world, also, the degree allows you to pursue many different disciplines.
- The courses I performed best at in college would be Spanish, European history, and international business. I honestly don't know how I ranked in my degree, if I had to guess I would slay solidly above average.
- I was on the freestyle skiing team, I also worked for the UW foundation fundraising or the school. Outside of those activities I would also hang out with friends and play ping-pong. I also spent a good deal of time at the library studying.

- This might sound simplistic but graduating and getting my degree was an accomplishment. It was not very difficult but it was years in the making. The four years of high school, getting good grades, getting good SAT and ACT scores to get into a good university, then getting the good grades there to get the degree. But honestly, as my siblings told me, unless you are going into medicine or engineering, or a very specific discipline, you probably will not use what you learn in college classes. College is about learning how to live on your own, manage your own time, problem-solve, and learn how to make good decisions.

2. Customer Success Experience

- The reason I am interested in customer success is because I am a very customer focused person. All of my professional experience thus far has been client facing, I have a lot of customer support and account services experience. Those roles, such as at SPS Commerce, and Explore Information Services were mostly reactive, I would like to move into customer success to have a more active role. The customer success position at Actifi gave me a good taste of that and I loved it, unfortunately I was laid off due to a lack of projected growth, I was hired to take care of new customers, those new customers did not materialize.
- I believe that the best practices for customer success starts with really knowing your customer and their business. You want to know their goals, how they run the business, their vision, their mission. And really what is most important to them. This leads to the SAAS portion, knowing your product, and being able to communicate the value of the product to the client and being able to direct them on how to maximize our software and services to reach their goals and vision.
- The main metrics I would use to measure success for enterprise customer success are customer retention, product adoption and use metrics, and amount of product suite expansion. As for more qualitative data points, customer satisfaction surveys can help as well, although that tends to reflect on customer service more.
- There are two customers that come to mind from my time at Actifi, they are Advisor Group and Avantax. Advisor Group comes to mind because they were the first customer that I was fully responsible for, I was on the weekly zoom meetings, I was creating all the content for them, and I was in charge of the system customization for them. I was able to get them to expand their product suite with us as well as the number of licenses. Avantax was the second client I worked with there that was being transitioned to me, they stand out because they were one of the larger accounts and I was glad to be given that responsibility.
- In terms of innovations I would like to bring to the art of customer success it would be my unique viewpoint for one, being raised bicultural and having travelled extensively has given me an open mind as well as the ability to see things from different perspectives. This leads to a higher ability to think outside the box and see things from other people's perspective. This also helps with adaptability, changing your tone, and way of speaking to appeal to your audience.

3. Technology

- The three main technical projects I worked on were designing a mobile app for getting book recommendations and connecting to communities of readers, doing the redesign of a website for a non-profit thrift store in Minneapolis, and also redesigning our case coding on salesforce for SPS. The software packages I'm familiar with are as follows: Microsoft suite (Excel, Word, PowerPoint), google docs, office 365, Figma, Github, Visual Studio Code, and Codepen. As for the languages I have worked in html, CSS, and will be learning the basics of JavaScript within the next few weeks.
- I do understand why some companies keep their coding and source code private, many companies have been quite successful doing so (Apple, Microsoft). But I think open source is important to make more technology more accessible to more people, and also to help drive innovation. Having access to the original code makes it easier to modify or build on it.

4. Context

- Some of the competitors to Canonical are Red Hat, Docker, HashiCorp, and MontaVista Software. In order to be more competitive, I would advise to add a department specializing in mobile app development as these are becoming the norm with people using phones and tablets to access data. Some of the competitors are already doing this.
- I want to work for canonical for many reasons but most importantly I believe in its mission, I believe that opensource is incredibly important for innovation and I love that Canonical is providing that in a cost-effective manner.
- I would like to work on Ubuntu Core, its focus on security is incredibly important with the rise of cybercrime. I would also like to work on snapcraft, it seems to have a lower quality rating according to reviews and I would like to try to fix that.

Thank you for taking the time to read my submission. I appreciate the opportunity and hope to hear back from you soon