

Greg Meyer - Product / Data Leader

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SUMMARY

Customer-focused leader delivering tangible results for a wide range of company sizes. MBA with deep experience as a co-founder, manager, and individual contributor for local and remote teams.

OBJECTIVE

Build successful relationships with customers and teams by communicating measurable data-driven insights, superior product knowledge and service, and a “can-do” attitude.

EXPERIENCE

OutboundWorks, San Francisco, CA (2017-2018)

Head of Data of True Ventures-funded B2B Sales Acceleration company

- Supported 50+ BDR sales teams simultaneously with high-quality b2b contacts
- Created and owned data metrics for lead efficiency and yield on executive team
- Developed methods and design product to acquire and process data at scale
- Drove business development with external data vendors and sources

Kustomer, New York, NY (2017)

Director Product Marketing for innovative platform delivering CRM for Customer Experience.

- Designed Node/React/Google Sheets app to build custom demos reducing deployment by 98%
- Wrote Looker Blocks for two customers, managed Looker partnership and webinar for 80+ guests
- Wrote and designed buyer guide, Invision/sketch demos, external sales decks, outbound sales emails
- Consulted on pre-sales tech assessments

Brickwork Software, New York, NY (2016-2017)

VP Customer Success for SaaS product providing digital-to-store conversion for large retailers.

- Managed 25 high-end brands including J.Crew, Urban Outfitters, Nike, Kate Spade, Bonobos
- Onboarded 10+ retailers from initial contract through deployment, implementation, and success
- Retained 96% of customers

Rival IQ, Seattle, WA (2014-2016)

Customer Success Lead for 500+ account SaaS product delivering on-demand marketing analytics to agencies and brands.

- Onboarded 100+ accounts (including IBM, TaylorMade)
- Retained 95% monthly customers and 98% annual customers
- Wrote and designed context-sensitive customer support site

Pro.com, Seattle WA (2013-2014)

Co-founder and Head of Customer Success for On-demand Marketplace matching homeowners and service providers to price and deliver home services.

- Owned escalations, customer and contractor dashboard, and measures of success

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- Managed and expanded distributed international team operations through two funding rounds

Salesforce/Desk.com, San Francisco, CA (2011-2013)

Manager on distributed "Customer Wow" Team for leading SaaS product for customer service.

- Delivered consulting for 100+ clients including Nest, iHeartRadio, Fitbit, and Hotel Tonight
- Pre-sales, help center and business rules implementation, and post-sales support

Assistly.com, San Francisco, CA (2011) - acquired by Salesforce in 2011

Director of Customer Wow for Leading SaaS Customer Service Platform.

- Consulted and implemented business rules, front-end, and process for Midmarket and F500 clients
- Pre-sales, implementation, and post-sales support for top clients of company

(Company acquired by Salesforce in Sept 2011)

BlackBerry, Seattle, WA (2011)

Product Marketing and Customer Experience Manager for Gist Contact Manager.

- Delivered customer support, beta programs, and marketing and messaging content
- Spoke at industry events on social media and customer experience

Gist, Seattle, WA (2009-2011) - acquired by BlackBerry in 2011

Customer Experience Manager for leading Internet Contact Management brand.

- Built support infrastructure from the ground up to support hundreds of thousands of customers
- Responsible for customer support and success
- Used in-person and remote usability tests to inform product development decisions

(Company acquired by BlackBerry/RIM in Feb 2011)

Expedia, Bellevue, WA (2007-2009)

Agent Tools Manager for leading online travel agency.

- Built team to deliver Agent Desktop applications and provide consultative assistance to global team in 13 countries and 36 locations.
- Managed and delivered external help site for Support.Expedia.com (Customer Self-Help site used to support 5m annual contacts)

T-Mobile USA, Bellevue, WA (2002-2007)

Development Lead / Training Manager for customer-focused wireless brand.

- Built and managed product comparison tool used by all customer and sales representatives
- Built 50+ web-based performance improvement courses for call center representatives

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EDUCATION

- University of Washington, Seattle, WA - MBA, Technology Management
- Williams College, Williamstown MA - BA, History and Studio Art

VOLUNTEERING

Techstars, Seattle, WA (2011-present)

Mentor for companies participating in the TechStars business accelerator

References and additional job history available upon request