

Spring Lam

(916) 514-3543 | SpringLam88@gmail.com | Austin, TX | US Citizen

Professional Summary

Results-driven Customer Success Manager with 6+ years of experience managing B2B SaaS accounts in high-growth MarTech and AI environments. Proven track record of exceeding retention and expansion goals, consistently ranking in the top 10% for revenue attainment. Skilled in leveraging data-driven insights to deliver seamless customer experiences, drive product adoption, and identify high-value expansion opportunities.

Key Qualifications

- **Strategic Skills:** Strategic Account Management • Revenue Growth and Retention Strategies • Upselling and Cross-selling • Customer Lifecycle Management • Cross-functional Team Collaboration • Contract Negotiation • Performance Metrics Analysis and Reporting • Product Development and Adoption • Customer Onboarding • Business Reviews and Account Plans
- **Technical Proficiencies:** Salesforce and Salesforce CPQ • CRM and Customer Success Platforms • Data Analytics Tools (Looker, Google Analytics) • Project Management Software (Jira, Confluence) • Collaboration Tools (Slack, Google Workspace, Microsoft 365) • API and Webhook Integrations • Multi-Channel Marketing Automation • AI-assisted Content Creation

Professional Experience

Attentive | Austin, TX (Remote) *AI-powered SMS and email software*

Senior Client Strategy / Customer Success Manager | October 2021 – November 2024

- Managed portfolio of 40 high-growth accounts totalling \$2.5M+ ARR, consistently exceeding 100% in attainment goals and ranking in top 10th percentile of team performance.
- Drove 200% in ARR growth of top scale accounts, moving them to enterprise level spend within a year of account management through effective program and relationship management with directors and C levels.
- Specialized in onboarding first-time SMS program adopters, achieving a 95% trial conversion rate and accelerating time-to-value through strategic lifecycle management and cross-functional collaboration.
- Architected client programs to exceed their ROI expectations by 200%, garnering high CSAT scores.
- Consistent top performer on team to cross sell 20% in additional ARR in Email Suite, and AI Suite of tools.
- Managed key accounts usage to support the build out of an essential Loyalty Integration, resulting in full adoption and securing retention from over 15 shared enterprise clients totalling \$1.5M+ in ARR.

Pixlee TurnTo (now Emplifi) | San Francisco, CA (Remote) *User generated content marketing software*

Senior Customer Success Manager, US West Coast Accounts | August 2018 – October 2021

- Managed portfolio of 60+ accounts across Enterprise and Mid-Market, totaling \$3.5M+ ARR, from sales close through renewal.
- Supported sales to secure \$2M+ in new trials and reduced client onboarding time by 30%.

Spring Lam

(916) 514-3543 | SpringLam88@gmail.com | Austin, TX | US Citizen

- Supported implementation of customer success management tool to develop a scaled strategy for mid-market accounts, increasing platform utilization by 25% and reducing churn rate by 10%.

Vivino | San Francisco, CA *The world's largest wine marketplace App., with over 70M users worldwide*

Senior Account Manager, US Northeast Territory | January 2018 – July 2018

- Cultivated relationships with 120+ Northeast US wine merchants, propelling a 10% QoQ increase in marketplace revenue.
- Improved onboarding process that slashed merchant onboarding time by 15% while maintaining a 92% long-term retention rate.
- Engineered data-driven merchant strategies to reduce order cancellation rate by 20% and expedite fulfillment time by 33%.

Merchant Partnerships Executive, US Market | May 2017 - February 2018

- Attained a 22% conversion rate from initial contact to partnership, generating \$750K+ in additional YoY revenue.
- Leveraged various outreach strategies to forge 25 new merchant partnerships and expanded wine portfolio coverage by 20%.

Zesty | San Francisco, CA *Healthful corporate catering through restaurants and dietitian reinvented menus*

Senior Account Executive, New Markets | February 2016 – May 2017

- Pioneered a profitable launch into 2 markets within 6 months (ahead of investor expectations) to demonstrate scalability of services, and secured Series B funding of \$17M.
- Renegotiated pricing with 30+ vendors to increase profit margins by 10% across each market through data driven menu curation and recipes adjustment.
- Developed sales and onboarding playbook to train the team in negotiating more profitable pricing, exceeding launch revenue projections by 15%.

Eat Club | Bay Area & Los Angeles *Corporate catering through local restaurants and commissary kitchens*

Lead Partnerships Manager, New Markets | October 2012 – November 2015

- Cultivated and nurtured a network of 150+ restaurant partnerships across 5 markets, sustaining 38% average profit margins and \$25M annual revenue.
- Helped launch commissary kitchens and white label food brands to reduce food costs, meet customer menu demands, and drive 50% increase in profit margins across all markets.
- Spearheaded inaugural LA market launch and set up commissary kitchen to speed up new market launch ahead of investor expectations to close on \$10M in series B funding.

Education

BA in Legal Studies (Pre-Law), University of California, Berkeley 2010