

CHRISTOPHER LAUZON

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PROFESSIONAL SUMMARY

An accomplished and talented professional with a comprehensive background in customer success, executive management, human resources, consulting, project management, technical support, career coaching, training, e-commerce, content management, sales, marketing, lead-generation, and event organizing. Delivers outstanding customer service, client success / satisfaction, highlighted by client management abilities. Establishes, cultivates, and manages productive relationships. Proficient with Salesforce and Hubspot.

- Leadership / Mentor
- Initiative / Motivated
- Performance-Focused
- Analytical
- Solution-Oriented
- Engaging
- Exemplary Communicator
- Dedicated
- Committed to Excellence

PROFESSIONAL EXPERIENCE

Chatfuel / 200 Labs LLC

05/2018 – 12/2020

Director of User Happiness

Establishes and manages Technical Support, Support Engineering, Customer Success, and Account Management teams, overseeing all outreach operations. Creates a streamlined feedback process and guides product road map decisions per customer demand.

- Initiated a self-help educational portal, reducing support requests from 1000s of inquiries to approximately 200 queries a week.
- Originated a customer success process aimed at reducing month-over-month churn.
- Engage customers through education, leading to a decrease in churn and record MRR expansion.

Qwlr

02/2018 – 10/2020

Director of Customer Success and Enterprise Success

Serves as a founding member of the Customer Success team. Functions as the lead Account Manager, supporting Enterprise customers, including creating an onboarding process that promotes customer education and engagement. Involved in building a sizable B2B Enterprise segment that helped lead the company to record growth and product improvements based on a streamlined customer feedback system that I established.

- Leads the Account Management team in delivering support for Enterprise level businesses.
- Brought monthly net churn down to 0% by the end of 2019.

Pressable/Automattic

01/2016 – 09/2017

Interim Chief Executive Officer

Restructured Pressable, revamped the support / sales divisions, recreated the partnership program, reorganized benefits, and managed different marketing efforts. Led the company conversion, achieving profitability within eight months of being involved. Directed the daily operations, including mentoring staff, providing training to support and sales organizations, human resources management, and financial analysis. Developed high-quality business strategies and plans, ensuring their alignment with short-term and long-term objectives.

- Motivated employees to advance employee engagement, developing high performing teams.
- Oversaw business activities to ensure they produce the desired results.
- Led all marketing efforts, including administering affiliate marketing systems, email marketing campaigns, outbound sales campaigns, and analysis on social media funnels.
- Participated in the company's recovery.

Automattic**04/2013 – 09/2013*****Happiness Engineer/Team Lead/Partnerships Lead***

Served as the team lead for one of the largest Happiness Engineer teams. Experimented with different types of live-support services, such as phone support and live chat. Involved in rolling out live chat support and concierge services that supported WordPress.com and Jetpac. Reduced churn by delivering excellent customer support experiences. Provided support for the WordPress Enterprise product. Interacted with medium-sized businesses, nonprofits, and a few clients designated to be noteworthy WordPress sites.

- Formed new partnerships between Automattic and different hosting companies.
- Generated millions of dollars in revenue.
- Oversaw onsite WordPress training and co-marketing efforts.
- Improved our adoption rate of one of Automattic's essential products, Jetpack.

WP Engine**01/2011 – 03/2013*****Director of Support Services***

Founding member of the WP Engine support team. Managed and built support, sales, and account management teams, assisting customers with their hosted WordPress sites.

BigCommerce**06/2009 – 01/2011*****Technical Relations Manager***

Founding member of the BigCommerce Operations team. Managed and trained support and sales teams.

Volusion**0/2006 – 05/2009*****Senior Tech Support/Professional Services Director/Sales Engineer***

Founded the sales engineer and professional services team.

EDUCATION

Texas State University, San Marcos ***Computer & Information Sciences & Support Services studies***

International School of the Americas — High School with honors

August 1995 - May 2000, San Antonio Texas

A Gifted and Talented School with a focus on cultural studies.