



# PATRICK WALL

CUSTOMER SUCCESS MANAGER

## CONTACT



773-793-7899



[pwall@axon.com](mailto:pwall@axon.com)



Fishers, IN



[linkedin.com/in/patrickwall](https://www.linkedin.com/in/patrickwall)

## EDUCATION

**Bachelor of Science / Marketing**  
Ball State University

## SKILLS

Relationship Building

Customer Retention

Consultative Mindset

Training & Enablement

Client Adoption

Project Management

Problem Solving

Communication

Marketing Strategy

Data and Information Analysis

Passion for Learning New Things

## PROFESSIONAL PROFILE

Over a decade in the SaaS and start-up world in Customer Success, Account Management and Software Training roles. Experience with enterprise clients in a variety of verticals such as Public Safety, Retail, Travel & Hospitality and Automotive. Finds joy in the little victories that come with working out complex problems in the ever-changing technical landscape our clients live in.

## PROFESSIONAL EXPERIENCE

### Senior Customer Success Manager

Axon / May 2020 – Present

With over 26 years of advancing technology, Axon is dedicated to a bold and powerful mission to Protect Life and Obsolete the Bullet. Axon is the global leader in connected public safety technologies. We stand for protecting life, protecting truth, transparency, and accountability. Our connected body-worn camera technology and evidence-management cloud are designed to help police officers efficiently, actively and transparently.

- Own a portfolio of Axon's larger customers with focus on building long-term, strategic partnerships.
- Work closely with clients to understand their workflows, organizational structure and operational goals.
- Drive adoption across the Axon suite of products, including Body Worn Cameras, Evidence.com DEMS software, Fleet In-Car Cameras, Energy Weapons, VR Empathy training and more.
- Partner with our Sales team to ensure customer retention and uncover additional opportunities that lead to net revenue growth.
- Focus on big picture to keep our law enforcement partners safe and make their job easier, while providing transparency and accountability for the public at large.

### Customer Success Manager

SmarterHQ / Jan 2017 – Nov 2019

SmarterHQ is a personalization platform that makes it easy for marketers to increase revenue now and customer relationships over time by powering highly relevant, cross-channel experiences. Trusted by leading brands such as Bloomingdales, Hilton and Santander Bank, SmarterHQ activates real-time, multichannel data, identifies audiences quickly based on customer behavior and information, and automates personalized content across outbound and online channels.

- Responsible for a portfolio of enterprise eCommerce accounts with multiple verticals (e.g. Hilton Hotels, Buckle, Santander Bank and Cars.com).
- Partner with clients to deliver a roadmap of segmented, cross-channel marketing campaigns primarily focused on email and website personalization.
- Exceeded retention rate goals while also helping expand services into existing accounts
- Charged with owning multiple accounts in new verticals for our company, including Travel & Hospitality, Financial Services and Automotive, requiring additional creativity and problem-solving to meet previously unknown use cases.



# PATRICK WALL

CUSTOMER SUCCESS MANAGER

## TECH SKILLS

### Microsoft Office

Strong experience, primarily in Word, Excel and PowerPoint

### Google Docs

Strong experience

### Google Analytics

Moderate experience

### CRM

Experience with Salesforce, Microsoft and various other proprietary systems

### ESP

Experience with various ESP's including Salesforce Marketing Cloud, Cheatah, Responsys and Silverpop

### Other

Conceptual understanding of and ability to speak internally and to clients on topics such as HTML, JavaScript and Data Management

## REFERENCES

### Emily Myers

#### Manager of Client Success

SmarterHQ

P: 317-506-4344

E: emyers@smarterhq.com

### Kara Holthaus

#### Vice President of Client Services

SmarterHQ

P: 309-826-0586

E: kholthaus@smarterhq.com

### Nate Marquardt

#### Customer Success Director

Aprimo

P: 317-213-6283

E: njmarquardt@yahoo.com

## PROFESSIONAL EXPERIENCE (CONTINUED)

### Manager, Prime Response

Dominion Dealer Solutions / Jul 2014 – Jan 2017

Dominion Dealer Solutions makes dealers' lives better by providing the automotive industry's most innovative technology. Products include customer relationship management (CRM), a true-cloud web dealer management system, inventory management and data distribution solutions, marketing and data mining, and award-winning reputation management.

- Led national operations of our client facing services team for Prime Response, award-winning B2B Social Media and Online Reputation solution.
- Developed continuously evolving, scalable client services process as the product developed and customer base grew, focused on improved consultation and driving website traffic through targeted social media advertising.
- 20%+ YoY growth in revenue in 2015 and 2016, climbed to over \$5M annual revenue and nearly 900 accounts.
- Team growth from 7 team members to 17 in just 2 years
- Automotive Website Award – 2015, 2016, 2017 – Social Media

### Central Region Team Lead, Marketing Services

Dominion Dealer Solutions / Feb 2012 – Jul 2014

- Managed a team of 5 Marketing Consultants and 3 Graphic Designers, delivering products and marketing solutions using tools such as email marketing, video, email newsletters, direct mail, online reputation and equity marketing.
- Supported 125 dealerships in 16 states, accounting for over \$3M in annual revenue.

### Senior Marketing Consultant / Marketing Consultant

Dominion Dealer Solutions / Oct 2009 – Feb 2012

- Responsible for idea generation, delivery and reporting for digital marketing pieces, including a heavy focus on targeted email marketing within the dealership's CRM system.
- As a Senior Marketing Consultant asked to take only high profile and high revenue accounts, as well as mentor and train new Marketing Consultants.

### CRM Account Manager (Chicago Region) / CRM Training Specialist

Autobase / Mar 2006 – Oct 2009

- As a Training Specialist, lead virtual as well as in-dealership process-driven training classes to educate dealership personnel on the Autobase CRM system.
- As a CRM Account Manager had ownership of more than 50 accounts in the Greater Chicago area, charged with client satisfaction with the Autobase CRM product as well as overall retention.