

Client Name

Head of Relationship Management and Customer Success Profile

Highly proactive and solution-focused executive with demonstrated history of driving strategic initiatives to accelerate growth and customer engagement.

Skilled in building and maintaining collaborative relationships with stakeholders across the business, including risk, legal, product management, marketing, and country managers. Proven success in managing portfolios, delivering on key strategic priorities, and onboarding large merchants through commercial, legal, and technical specifics. Proficient in commercially and operationally leading relationships across multiple geographies and managing numerous projects simultaneously in challenging environments against strict deadlines. Stellar track record of consistently delivering significant key account and essential Partner & Client growth leading to increased market share and brand dominance. Demonstrated strong background in implementation, transformation, and change management. Ability to build, maintain, and strengthen strategic relationships with key leaders and C-suite decision-makers along with having extensive B2B, F2F, and E2E experience.

Areas of Expertise

- Strategic Relationship/Partnership Management
- Contractual Negotiations
- Programme/Project Management
- B2B Marketing
- Business/Revenue Growth
- Satellite Team Management
- Change & Transformation
- People Management
- Team Leadership/Training
- Stakeholder Management
- Client & Partner Engagement
- Revenue Generation

Accomplishments

- Nominated for PwC Sales and Marketing 2023 Rising Stars programme in January 2023 as part of PwC Rising Stars.
- Ranked 3rd on Relationship Management KPI Leader board after only 8 months at Relationship All Hands in November 2022.
- Received SPOT Award in January 2020 from VP due to delivering most successful 'Office Hours' event to date in October 2019.
- Awarded SPOT Award in January 2019 by the Head of Marketing for successfully delivering the B2B 2018 Black Friday campaign.
- Received SPOT Award in July 2019 from the VP for the successful delivery of the PSD2 transformational Surcharging programme.
- Won New Product campaign and a SPOT Award for all work on the See Tickets / Split it with PayPal partnership.
- Acquired the 1st Government Council contract and successfully went Live with PayPal, opening up a whole new vertical for the company.
- Accomplished as Winner of the ISC Awards, the Ireland Sales Championship Awards, recognizing the competitive spirit, ingenuity, and tenacity of Irish sales personnel on the front line.

Career Experience

PwC, London, UK

Senior Manager, Relationship Management

2022 – Present

Devised and executed effective account strategies, built high-performing teams, and managed multiple programs to improve overall account management and relationship best practices. Innovate by independently driving change, facilitating behavioral testing and successfully working with senior stakeholders. Demonstrate deep understanding of clients' priorities, strategies, and organizations, establishing new client relationships proactively. Lead, motivate, develop, and coach diverse account teams with strong stakeholder management skills. Collaborate effectively in geographically dispersed teams and provide mentorship to other account managers by sharing best practices.

- Implemented client-specific Newsletter and Governance pack, resulting in improving business processes and replicable success across other sectors.
- Managed relationships with Belron (\$30M), Sky (\$5M), and IAG (\$8M) as EMEA senior relationship manager.
- Selected for the PwC Sales and Marketing 2023 Rising Stars program and currently participating in the program.
- Surpassed all KPIs, demonstrating a strong track record in sales, business development, and client relationship management.
- Scheduled 80 meetings but achieved 189, as well as exceeded the Ops Target by winning 34 instead of the targeted 24. Generated revenue of £30.7M, surpassing the targeted £750k.

- Created and implemented commercial strategies, leading to the acquisition of new clients and revenue streams.
- Incorporated PwC to the Sky Change as a Service RFP (£850k) successfully through persistent communication with Sky Procurement.
- Discovered TCFD reporting opportunity for Belron (worth £65k), leading to revenue for PwC.
- Identified Cyber PAM opportunity for Belron (worth £500k) by fostering relationships with right buyers and introducing them to PwC's Cyber teams.
- Proposed use of Metaverse in the P&O Training and Re-Branding RFP (£800k) for Vueling Airlines, drawing on experience in the TMT sector.
- Built regional relationships that resulted in two opportunities for PwC from the Irish Aer Lingus team, involving other UK LoS's to help with their RFP response.

PayPal, London, UK

Senior Manager, Strategic Partnerships & Programmes

2012 – 2020

2019 – 2020

Oversaw 25 Customer Success Managers in Dublin to achieve deliverables and success factors while building and deepening relationships through up-selling, cross-selling, and retention tactics. Developed comprehensive Marketing and Channels Strategy and Playbook for customer success manager team that compiled all marketing products and services go-to-market products in one place to facilitate cross-selling and upselling to merchants via campaign and programme management. Served as senior point of contact and escalation for customer success managers to resolve high-level delivery issues and provide commercial support to achieve objectives. Acted as a single point of contact for customer success managers to support business integration and transformation while handling high-level delivery issues as a blocker/support function. Provided updates on project progress vs timelines to key stakeholders at local board, UK leadership, and international/group level. Influenced business strategy as the reportee to the Vice President and was accountable for end-to-end delivery from strategy to go-to-market. Advised pricing team on strategy and provided guidance to customer success managers on the business case approach. Collaborated with key 3rd party providers to deliver operational projects that met SLA, cost, and quality standards. Spearheaded pilot of new initiatives and became the SME to ensure CSM's delivered on priorities. Hosted bi-annual thought leadership event called 'Office Hours,' that served as educational platform for partners and merchants to interact with key figures within PayPal and discuss priorities and challenges, resulting in promoting PayPal as a strategic and collaborative partner, leading to replication across other critical parts of the business, such as PayPal Telesales and PayPal Charity Partnership Management.

- Orchestrated and project managed the UK strategic Momentum (eBay) Outreach project, protecting Partner eBay's revenues in the UK, prioritizing cross-selling and upselling activity to top marketplace sellers, and exceeding target.
- Directed planning and execution of key revenue-generating initiatives, go-to-market strategies, and new product/services launches as the campaign and programme manager.
- Leveraged insights to identify trends, opportunities, and risks within the portfolio, driving key initiatives and collaborating with cross-functional teams (product, marketing, risk) to support and drive growth initiatives.
- Achieved a 40% increase in TPV for attendees after 12 months compared to the control group.
- Generated an average of \$1M in additional TPV growth per Merchant by attendees compared to non-attendees.
- Empowered attendees to add an average of one new payment feature each to their checkout, such as Credit/Card processing/Cart Reminders that served as three times more than non-attendees.
- Optimized performance of vast portfolio of approximately 2000 large eCommerce and retail businesses in the UK and IRL, generating annual merchant revenue of \$20M - \$80M each.

ECS XPay Defence

Developed Click Analysis Strategy & Playbook to expedite ECS LTS's (Go-Lives) and optimize Checkout Page to win the battle of XPay defence against competitors; This initiative evaluated the UX and Checkout Friction of a Merchant's checkout page and provided comprehensive overview of checkout compared to closest competitor, enabling to compare user experiences and identify opportunities to enhance best practice integrations. Implemented Playbook to achieve global success and created GameChanger slides to allow CSM's to effortlessly incorporate to presentations.

- Developed creative, charitable campaigns to benefit non-profit organizations aligned with Travelers insurance coverages.

Some Key Account Managed Programme Wins

- Cloud IQ partnership in Enterprise. Spearheaded and executed launch of PayPal Marketing Solutions & Cart Reminders in the Mid-Market. Our "Conversion Package," including Cart Reminders, an Express Checkout Shortcut, and PayPal Credit Banners, was created as a part of this rollout that resulted in impressive outcome with 90% conversion rate from leads passed to Cloud IQ and an 8% - 16% increase in PayPal conversion rates for merchants overall.
- Collaborated closely with Cloud IQ and US PMM to ensure seamless end-to-end delivery of program, including acting as the point of escalation for CSM teams, merchants, and partners to enhance customers' onsite journeys.

- Jetlore partnership in Enterprise – Collaborated with Jetlore's senior management to educate CSMs about Jetlore, products, and services.
- Conducted training sessions to provide overview of PayPal Shopping, how Jetlore's personalization services fit into it, and then successfully cross-sold Jetlore to Merchants.

Portfolio Relationship Manager, Large Enterprise Merchants

2016 – 2019

Analyzed portfolios to identify trends and business performance, providing recommendations based on insights. Established trust as a key advisor for important relationships by conducting detailed analysis and research, offering insights into financial, performance, customer pain points, and process blockages. Built collaborative relationships with stakeholders across the business to enable fast and effective execution of strategic plans focused on risk, legal, brand, product management, marketing, sales engineers, and country managers.

- Executed key strategic priorities successfully to drive growth across different portfolios, managing Co-Marketing, PayPal Working Capital, Net New Actives, Free Return Shipping, Pay Outs, Surcharging removal, PayAfterDelivery, and PayPal Shopping strategies.
- Managed largest portfolio of relationships, accounting for 36% of PRM TPV and 33% of overall revenue.
- Oversaw project of PayPal Office Hours and won 2 Spot Awards in 2017 for work on various projects.
- Created and managed co-marketing strategy for PRM, NNA Strategy across PRM and Removal of Surcharge Strategy across SGM & PRM.
- Drove strategic initiatives aligned with business priorities using data analytics to improve customer engagement and accelerate opportunities.
- Orchestrated roll-out of the 'Split it with PayPal' pilot with See Tickets, and successfully scaled across PRM.

Large Merchant Sales Manager

2014 – 2015

Crafted tailored presentations for various verticals, such as utilities, government and gambling, gaining additional expertise in these areas. Managed on-boarding of large merchants, handling commercial, legal, and technical aspects of the process. Fostered strong relationships internally within finance, compliance, legal, marketing, product, and integration to enable efficient interaction between PayPal and the customer. Nurtured client relationships from lead to live, along with account management. Reported to the UK and European director of merchant services with performance updates, account development/growth insights, and discussions on targets and key performance metrics. Created printed case study with marketing for local councils.

- Partnered with compliance and legal teams to provide US Parental Guarantee for two UK accounts with ten child accounts for the Dutch entity of Amway (25M TOV).
- Won the first PayPal/Braintree integration Live with PayPal for YPlan App, the first Government Council Live with PayPal for North Hertfordshire District Council, and the first PRO Online Prescription sales Merchant Live with PayPal for Pharmacy2U.
- Sold PayPal & Braintree services to retail, travel, government, gambling, and utility verticals with \$20M - \$100M total order value.

Additional Experience

Enterprise Account Manager – Large Merchant Operations | PayPal, London, UK

Major Accounts/Field Sales Manager | TNT Express Ireland, Dublin

Business Development Manager | Eircom Telecom, Dublin

Education & Professional Diploma

Master of Science in Strategic Sales Management | UCD, Michael Smurfit Business School

Level 7 Diploma - Leadership & Management | CPD Professional Development

Advanced Sales Management Diploma | UCD, Michael Smurfit Business School

Professional Diploma in Digital Marketing | The Digital Marketing Institute

Advanced Diploma Selling and Sales Management | Dublin Business School

Advanced Diploma Sales & Sales Management | Institute of Commercial Management