

Lucy Spain

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A modern renaissance woman with international experience in Wine, Advertising Technology, and Performing Arts. My deep curiosity, and love of learning has led me to discover and explore various realms of life. I find creative ways to conceptualize, break boundaries, and add systematically to what already exists.

Professional Experience

Account Services Manager – Xandr, WarnerMedia (London) June '18 - Present
AT&T acquired AppNexus in 2018 to form Xandr, their data driven advertising unit

- Grew Scaled Account Support from 350 Accounts to 1K Accounts in US/Can, EMEA, LaTam, and JAPAC, while only relying on the support of 2 FTE
- Leveraged our vendor partnership by standing up processes, and training materials, to outsource 12K client support cases per year
- Built lean systems, powered by metric-driven standards, to report on financial and case data for this book of business through Salesforce, Spotfire, and PowerBI

Team Lead, Global Business Operations – AppNexus (New York City) June '16 – June '18

- Provided Scaled Account Support, and long-term strategy, for 350 SMB clients across all verticals of the business (buy side, sell side, data partnerships)
- Delivered internal and external trainings in person across 4 continents, my performance experience allows me to captivate a wide audience and present material in a digestible manner
- Executed non-standard feature enablement, configuration changes, custom data pulls, contracts, and financial needs for this book of business through MySQL and Python

Client Services – AppNexus (New York City) September '11 – June '16

- Provided global service to over 600 internal and external clients, totaling over 18K client cases/year
- Set and maintained KPIs, internal SLA's, documentation, analysis, and quality assurance across Ad Quality and Inventory Quality

Beverage Brand Ambassador – Hart Agency (New York City) March '12 – March '18 (PT)

- Worked as a brand ambassador for Premium wine and spirits at this premiere promotional marketing agency, on and off premise, as well as a variety of special events
- Regularly worked prestigious events such as Food Networks New York City Wine & Food Fest
- Top educator for Ste. Michelle Wine Estates.

Education/Certifications

- Wine & Spirit Education Trust (WSET) – Level 2 Certificate with Merit
- American Sommelier Association (ASA) – Viticulture/Viniculture 1
- Lees-McRae College – Bachelor of Arts, Visual and Performing Arts

Interests

- Screen Actor's Guild member with roles in over 20 films and network television shows
- Chair of The Women's Network, Xandr EMEA, active participant in various other D&I Employee Resource Groups
- Summer Immersion Program Mentor for Girls Who Code