

Lucy Spain

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Professional Experience

Senior Manager, Customer Success – Microsoft (London)

June '18 - Present

Microsoft acquired Xandr in 2022

- Engaged people manager of an international customer support team
- Grew a global book of business from 350 to 1.5K Accounts consistently exceeding all regional quotas, and bringing in ~20MM of revenue annually
- Retain and accelerate customer relationships through data driven insights and strategic upsell opportunities
- Leverage and manage vendor partnerships by creating visual and text training materials to outsource client support cases and other scalable processes
- Maintain lean systems powered by metric-driven standards to track and present financial and case data for a large book of business through Salesforce CRM, MySQL, and PowerBI

Freelance Writer - Monarch Wine, New Digital Age – (Global)

September '21 – Present (PT)

- Travel across the globe uncovering emerging wine trends that I share through immersive stories. My diverse background makes me uniquely qualified to present concepts from fresh angles
 - o <https://lucyspain.com/published-writing>

Manager, Global Business Operations – AppNexus (New York City)

September '11 – June '18

AT&T acquired AppNexus in 2018 to form Xandr, a data driven advertising unit

- Provided account management support and long-term strategy for 350 SMB global clients across all areas of the business (buy, sell, partner integrations, and data partnerships)
- Delivered internal & external trainings in person across 4 continents, where my performance background allows me to captivate a wide audience and present material in a digestible manner
- Set and maintained KPIs, internal SLAs, documentation, analysis, and quality assurance

Beverage Brand Ambassador – Hart Agency (New York City)

March '12 – March '18 (PT)

- Worked as a brand ambassador for Premium wine and spirits, on and off premise, in charge of POS as well as consumer education
- Regularly worked prestigious events such as Food Networks New York City Wine & Food Festival
- Top educator for Ste. Michelle Wine Estates

Education/Skills

- Bâtonnage Mentorship Program - Marketing & Communications
- Wine & Spirit Education Trust (WSET) – Level 3 Certificate with Distinction
- American Sommelier Association (ASA) – Viticulture/Viniculture 1
- Lees-McRae College – Bachelor of Arts, Visual and Performing Arts
- CRM systems (Salesforce expert), JIRA, PowerBI, MSFT Office, Social Media

Interests

- Screen Actors Guild member with roles in over 20 productions; screenwriter for short films.
- Chair of 'Women at Microsoft', active leader in various DEI & Employee Resource Groups
- Summer Immersion Program Mentor for 'Girls Who Code'