



Bella Bain

Director of Customer Success | Former IBM | USYD Tutor |
Co-Founder | 2021 Young Australian of the Year Finalist

DETAILS

WORK EXPERIENCE



● Director of Customer Success - APJ

Oct 2021 – Current

I am responsible for generating growth as an extension of customer experience. Managing a team of CSM, SAs and CCs to ensure they are driving adoption and growth within their portfolio of accounts. Coaching the team to deepen their customer expertise, be change management partners within their accounts, and accelerate transformation within our customers' businesses. I personally help develop programs and playbooks designed to achieve deep customer specificity and repeatability at scale and communicate customer stories, wins, outcomes and challenges to internal executive stakeholders and cross-functional partners. Motivating my team to create opportunities focused on value-added services. Collaborating with Sales on large-scale enterprise renewals and strategic Lands in my portfolio. Work with our Product team on how to improve the product to meet customer needs. Oversee a large portfolio of Strategic customers through each phase of the customer journey, from onboarding to adoption, to success reviews and advocacy Conduct discovery sessions to uncover customers' business goals, desired outcomes and success metrics. I partner with my customers to design and execute mutually agreed-upon success plans to drive use case enablement and adoption at scale, leveraging change management and transformational expertise. Analysing usage data to provide meaningful collaboration insights, identify trends and uncover risks or opportunities. Leveraging my extensive product knowledge, best practices and methodology proficiency to enable customers and ensure a high level of satisfaction. Work closely with Account Executives & Customer Success Managers on account strategy, building stakeholder relationships and identifying growth opportunities and serving as the voice of my customers across internal teams.

Key Achievements & Responsibilities:

- Managing 21 APAC Enterprise accounts such as Macquarie, Atlassian, Standard Chartered, Department of Agriculture, Foresters and Fisheries, Transport for NSW, and
- Achieving >300% Growth in my 1H of expansions, and
- Directly Supporting over \$5 Million in ARR per year, and
- Onboarding and managing the change of new enterprise accounts to ensure they can amplify their ways of working with Mural, and
- Implementation and technical set-up of accounts including SSO, SCIM and core Integrations with the product, and
- Embedding LUMA methodologies throughout Enterprises' as a core methodology for change such as Telstra, Standard Chartered and Prudential PLC, and
- Hiring and growing the APAC team from 3 people to now over 20 people, and
- Directly managing the Enterprise account relationships as well as the successful planning of future roadmaps of some of Mural's Largest ARR accounts



● Academic Casual - Discipline of Design

Jan 2022 - Casual

As an academic staff through semester one I perform specified teaching-related duties, such as, presenting lectures and tutorials, conducting practical classes or workshops and marking. For Semester 1, 2022 for the unit DECO2014: User Experience Design Studio, I managed a class of 28 students including prepping content, marking, hosting tutorials and guest lecturing. The unit introduces students to principles and methods relevant to the user experience design of digital products and services. Students will develop an understanding of the concept of 'user experience' and how it extends to other design practices, such as user interface design and interaction design. Students will learn about methods for designing the user experience in a range of different contexts, such as mobile devices, wearables, and interactive environments. The studio will give students an opportunity to apply the principles and methods of user experience design in the context of a design project. At the conclusion of the unit students will have a well-developed understanding of methods for gathering user requirements and translating requirements into design solutions that emphasise the user experience of the final product.

SKILLS

Collaboration Design



Service Design



UX Design



Proposals & Sales



Leadership & Culture



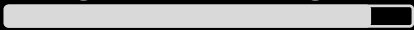
People Management



Workshops & Facilitation



Management Consulting



Bella Bain

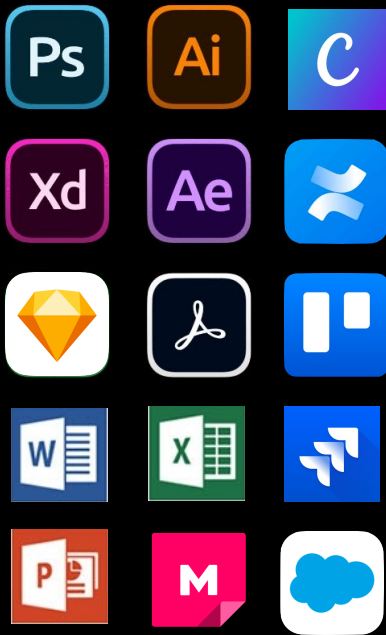
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TOP TOOLS



MEMBERSHIPS

- **ACM** Association for Computing Machinery
- **ORCID** (Open Researcher and Contributor) 0000-0001-6982-965
- **WITI** (Women in Technology International)
- **IXDA Sydney** (Interaction Design Association)
- **Adobe Creative Ambassador**
- **Trailblazer.me**
- **Glebe Rowing Club**



• Creative & Sales Director, Senior Manager

Jul 2020 – Oct 2021

I work directly with CxOs and IBM's sales teams to guiding clients towards digital reinvention, transformations and exponential technologies that will have a quantifiable impact on their bottom line. I lead A/NZ's commercial storytelling studio, where we create compelling pitches and presentations for purpose-driven brands. Help IBM partners show how good humans and technology can work together to positively impact people, the planet and the bottom line with IBM technologies and services. Through the Industrial Storytelling approach, I introduce organisations to Lean Start-up methods like design research, experimentation and validation, design sprints, design thinking, and agile to invent new products and services, with tailored brand experiences that merge the digital and physical worlds. I directly manage a team of 5 to deliver this approach and pursuits that focus on key account and must-win pursuits on our largest clients and pursuits that have previously exceeded 100 Million.

Key Achievements & Responsibilities:

- Achieve a velocity of supporting over \$150 Million in TCV per quarter, and
- Have been able to shift our qualified \$1-10M deal win rate by 10%, and
- Ensure the leading design practices are taught and then advocated for in geography, and
- Maintain the quality assurance for the highest standards and that these are adopted for Communications Thinking, and
- Responsible for talent and team capabilities, overseeing and establishing the StoryWorks studio in Sydney 2021, and
- Ensure thought-leadership, contribution and eminence in the design domain, and
- Maintain the highest standards are adopted for the Enterprise Design Thinking, and
- Guide design, strategy and business teams as they leverage IBM's analytics and cognitive computing capabilities through a Human-Centric Approach and solutioning, and
- Ensure the leading design practices are taught in geography, and
- Facilitate and lead Enterprise Design Thinking Workshops, and
- Holding an engagement NPS of greater than 90%.

• Design Studio Lead, Manager, UX Designer

Jan 2016 – Jul 2020

I work directly with our global clients and am responsible for the fully integrated, end-to-end client experience leading our IBM delivery teams to deliver Human-Centred solutions leveraging our internal offerings and capabilities such as Salesforce, Artificial Intelligence, Cognitive Enterprise, Mobile First, Analytics. I am empathic and champion the people who use our products and services. Creating delightful experiences through crafting the emotional design through the influence of visceral impact, behavioural influence, and reflective consequence. I am responsible for the purpose, planning, or intention that exists behind an action, fact, or material object. My designs reflect the practical and aesthetics in their business, above my designs primarily serve the people that adopt them. I translate requirements into hypotheses, then explore that with users through research methods and facilitation, to uncover emotional connections with products and services and understand unmet needs. I always had a hands-on coaching approach through this delivery.

Key Achievements & Responsibilities:

- Led multi-disciplinary teams to deliver multimillion-dollar transformational solutions to clients and partners across the globe, and
- Led over 150 workshops, 16 Clients, across 12 countries within my time in IBM iX, and
- Facilitating CxOs into defining and areas for growth through account planning workshops, prioritising opportunities, and
- Guide IBM Sellers with Design Thinking as a tool to strategise, design and pitch new client opportunities, and
- Responsible for talent and team capabilities, overseeing and establishing the iX design studios in Sydney 2019, and
- Leading our IBM A/NZ culture transformation for our whole business unit which included measuring and feeding quantitative and qualitative measurements to A/NZ leadership team, and
- One of 3 representatives for A/NZ in the iX global Ambassadors program, and
- Mentor staff with training programs on personal brand building, technology, thinking Mobile-First, and IBM's unique Value propositions.



• Ambient & Co | Co-Founder

Nov 2017 – Oct 2021

Ambient & Co is a start-up of creatives and engineers specialising in award-winning immersive experiences and light installations that have been on display around the globe for millions of people to enjoy. The handmade and designed work has received newsworthy and award-winning recognition.

Key Achievements & Responsibilities:

- Co-founded a partnership, led the project management of our work tasks inc. sales funnel, and
- Made leads for new festivals and spoke and closed with potential sponsors to invest in new installations for festivals, and
- Negotiated the contracts with the month-long festivals worth upward of 100k and millions of participants viewing the festivals, and
- Designed the concept and story the pitches in the tender process of the festivals, and
- Designed an orchestrated the installation to be shown in Singapore for "I Light Marina Bay" for 3 months, including the remote management, and
- Successfully closed four contracts and delivered the award-winning projects, and
- Designed and worked with a marketing agency for a major Xbox launch for a new video game launch.

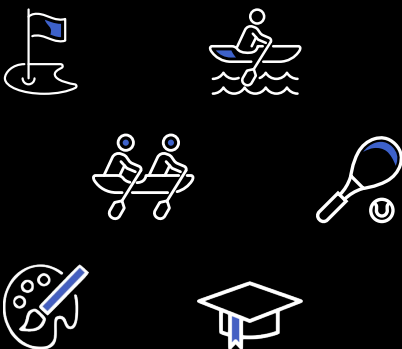
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EDUCATION

- **LUMA Institute Practitioner**
5 Months | Graduated Sept'22
- **NIDA Corporate Public Speaking**
2 Months | Graduated May'22
- **USYD Tutor Training** 2022
- **IBM Global Sales School**
2020 – 2021 | Graduated Jun'21
- **IBM License to Hire** 2021
- **IBM Certified Manager** 2019
- **IDEO Design - Service Design**
3 Months | Graduated Jun'18
- **Design Thinking Co-Creator** 2018
- **Banking Insights & Solutions**
IBM Silver | Dec'18
- **Energy & Utilities Solutions**
IBM Bronze | Oct'18
- **The University of Sydney**
BA Design Computing | Dean's List
2014 – 2016
- **Secondary Leadership Training**
Canberra Girls Grammar | 2012 – 2013
- **Canberra Girls Grammar**
House Captain | 2000 – 2013

HOBBIES



MY CLIENTS



TEACHING + LECTURE SERIES

- 2022 - Academic Casual - Discipline of Design Unit DECO2014: User Experience Design Studio
- 2021 – Sydney University Lecturer in AI & Innovation, Business School Elective
- 2021 - The Drum x Adobe APAC Design Leaders Panel
- 2021 – NSW Government Education Game Changer Challenge SME Lead
- 2020 – 2019 Sydney University Lecturer, Design Computing
- 2020 - 2017 IBM Enterprise Design Thinking Practitioner Coaching
- 2019 - Co Lead of the IBM Design Advocates Summit, Sydney
- 2019 – IBM THINK A/NZ Design Subject Matter Expert

AWARDS + HONOUR + PRESS

- 2023 - 2021 Australia Day Ambassador
- 2022 OZCHI + ACM Published White Paper – Designing for Personas that don't have a Voice
- 2022 CGGS Y12 Commencement Speech
- 2021 Young Australian of the Year, Finalist
- 2021 WITI Global Summit Speaker
- 2021 WITI International Women's Day Executive Panel
- 2021-2019 Young Achievers Awards Semi Finalist
- 2020 ISG APAC Paragon Special Award Winner
- 2020 ISG APAC Paragon Impact Award Finalist
- 2020 IBM iX Essential Award for Asia Pacific
- 2020 IBM Women's Executive Council
- 2019 2ND Best Installation VIVID Sydney
- 2019 Eureka Prize for Innovation
- 2019 Sydney Morning Herald – Career in Design
- 2019 Gold Sydney DRIVENxDESIGN
- 2019 Gold Global NOW-19
- 2018 Top 10 Sydney Women to Watch
- 2018 Green Globe Award
- 2018 IES Lighting Design Award of Commendation
- 2018 Top 100 Graduate Employer - Feature Article
- 2018 Top 10 Sydney Women to Watch
- 2016 University of Sydney Deans' List of Excellence
- 2016-2015 ADMA AC&E and AMY Category Winner
- 2016 Australia Computer Society Scholarship Holder
- 2015 World Champion Athlete in Dragon Boating
- 2012 Pierre De Coubertin Award, Australian Olympic Committee



REFERENCES

Please note that references and their contact details can be made available on request. They could include; Mural Account Executive, ANZ Vice President of Sales & Growth, Start-Up Co-Founder, IBM Design Principal and a Client (Lead Clinician for COVID19).