



## Esther M. Lopez

Chief Customer Experience Officer

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I am an empathetic, growth-focused, and data-driven person who strives to be a better leader every day. With over 12 years of expertise in delivering world-class customer experiences, I have achieved milestones in my career including a remarkable 99.2% customer retention and impressive 173% ARR increase. Possessing a strong work ethic and a positive mindset, I am a hands-on problem-solver who excels at finding innovative and resourceful solutions to complex challenges. In addition to my passion for empowering individuals to succeed, I possess a proven track record of effectively leading diverse teams of all sizes. Having experienced both success and failure throughout my career, I have the confidence and skills to help you build a truly exceptional and award-winning business that exhilarates customers.

### SKILLS + EXPERTISE

- Automation & Workflows
- Business Intelligence
- Business Operations
- CRM & Databases
- Customer Experience
- Customer Operations
- Customer Success
- Customer Support
- Education & Training
- Growth Operations
- Lead Nurturing
- Process Management
- Project Management
- Revenue Operations
- Sales Operations

### WORK + EXPERIENCE

#### Chief Customer Experience Officer

Ursaware, 2022-Present | Contract | Remote | Dallas, TX

- Supported stealth startup with conceptualizing and establishing the business from research to launch
- Designed customer training website for teaching people how to use popular business tools and software
- Pioneered the full customer journey from initial purchase through onboarding and retention
- Defined customer experience strategies for individual consumers vs. enterprise businesses
- Produced detailed account-based maps and wrote playbooks to increase upgrades and expansions
- Built relationships with customers to understand their needs, communicate feature requests, improve support, and provide an exceptional customer experience from start to finish

#### Global Director of Customer Success and Sales Operations

BluePallet, 2021-2022 | Full-Time | Remote | Dallas, TX

- Constructed customer onboarding, sales, training, and product release processes, to enable customers to complete bulk/fleet purchases in under 7 minutes, whereas the chemical industry norm is weeks or months
- Led the customer success and sales teams in defining and building playbooks, pipelines, deal stages, deals, product communications, and CRM automation to ensure a smooth customer experience
- Integrated CRM, Sales Quota, and Accounting software to enable sales reps to automatically be paid in real-time when a sales deal was marked as closed/won in the CRM or when customers made purchases

#### Director of Customer Success and Sales Operations

Yapp, 2019-2021 | Full-Time | Remote | Dallas, TX

- Developed and implemented sales operations, enablement, and customer onboarding processes
- Created customer resources including demo mobile apps, a community app, and product trainings
- Optimized customer onboarding, retention, upgrade, expansion, past due, and renewal workflows
- Integrated CRM and payment processor to manage purchases and accounts including: new vs. existing business, upgrades, add-ons, expansions, downgrades, cancellations, extensions, and renewals
- Built BI dashboards to capture customer demographics, purchasing behavior, retention, upgrades, support experience, NPI, and other KPIs to achieve goals on time, scope, and budget

Interested in working together? [Let's meet!](#)

## **Contract Customer Success and Sales Operations Leader**

Self-Employed, 2016-2019 | Contract | Remote | Dallas, TX

- Managed customer success, sales, marketing, and growth operations for both startups and enterprises
- Set up, integrated, and scaled systems to enable growth including: HubSpot, Salesforce, Marketo, Stripe, SendGrid, Intercom, Webflow, Databox, Zapier, Gainsight, Tableau, Clari, and Excel, among others
- Developed Beta and User Acceptance Testing programs for new product releases & customer migrations
- Led branding, customer communications, customer experience, account strategy, revenue operations, database management, project management, and automation through multiple mergers and acquisitions
- Formed strategic customer success programs including loyalty rewards and incentives, which resulted in 98.2% retention, NPS of 94%, and 51.6% upgrades within the first 3 months as a customer

## **Senior Customer Success, Sales, and Partnerships Executive**

KISSmetrics, 2015-2016 | Full-Time | On-Site | San Francisco, California

- Led product demos, trials, onboarding, technical implementation, and customer beta programs
- Improved customer and sales campaigns, lead scoring, and automation to increase conversion rates
- Established official LatAm Partner Program with customers and resellers
- Introduced a dedicated online partner portal with brand resources, sales contracts, and compensation
- Trained partners and determined perks and sales incentives for high value resellers
- Implemented processes, systems, and software to support partners and customers
- Organized company-wide product trainings and sales presentations

## **Senior Customer Onboarding Manager**

HubSpot, 2012-2014 | Full-Time | On-Site | Boston, Massachusetts

- Onboarded, educated, and trained customers on HubSpot tools and Inbound best practices
- Collaborated with the Academy & Product teams on customer trainings, resources, and feature releases
- Co-led the expansion into LatAm as the first Spanish-speaking CSM
- Decreased churn from 2.5% to 0.68% within 5 months in LatAm
- Increased MRR by \$13K - 90.7% above the avg customer at the time

## **EDUCATION + LEARNING**

Masters of Business Administration

*The Wharton School at University of Pennsylvania*

Bachelor of Science, Communications

*Boston University*

## **TOOLS + SOFTWARE**

For the full list of my software experience, see: <http://view.elopez.work/software>

## **LANGUAGES + COMMUNICATION**

English – *fluent*

Spanish – *fluent*

Portuguese – *basic*

German – *basic*

## **LICENSES + CERTIFICATIONS**

*Google Data Analytics*

*HubSpot Inbound Marketing & Sales*

*StackSkills Advanced Project Management*

*StackSkills HTML and CSS Programming*

*StackSkills JavaScript Programming*

*StackSkills SQL and MySQL*

## **HONORS + AWARDS**

*Congress-Bundestag Fellow, AFS*

*Outstanding Young Leader, OFA*

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