



# Customer Success Manager

**Role:** CSM – Event Production Experience Required

**Team:** Customer Success

**Location:** Remote – Northeast preferred

## About LASSO

LASSO is the all-in-one platform where event companies work. We provide project management, inventory management, and workforce management software that helps event companies with:

- Growing revenue
- Streamlining operations
- Controlling costs
- Minimizing risk
- Real-time insights
- Attracting AV talent
- Producing events

**Our mission** is to inspire change for forward-thinking companies in the event and entertainment industry by bringing transformative solutions to the people that make exceptional performances happen.

Our customers produce events like the Super Bowl, The Oscars, The Grammys, NFL/MLB, Dreamforce, CMA's, etc.

LASSO is proud to have been named a Best & Brightest Company to Work for the last five years (2018-2022) and one of Inc. 5000s fastest growing companies in 2022 (#1155, overall and #146 in technology).

## About the Role

We really really value our customers. We also really value the team members that ensure the ongoing success of our customer relationships. If it weren't for those people, then our business would not exist. That is why we are looking for an experienced, results-oriented Customer Success Manager to join our team.

Our CSMs create strong, long-lasting business partnerships with our customers. They serve as industry experts and strategic advisors that help our customers achieve their desired business outcomes. They align business objectives to LASSO solutions, optimize workflows, and help our customers adopt the LASSO platform at a high level. In return, this drives a strong return on investment for our customers. LASSO's Customer Success Managers help make LASSO a better value for customers every day by acting as their voice within the company.

## **Responsibilities**

- Provide strategic coaching to LASSO customers who have completed the implementation and onboarding process.
- Retain customers through a combined focus on time-to-value, product adoption, client health monitoring and customer satisfaction.
- Identify opportunities for growth and expansion within your book of business. Work to increase adoption of usage-based modules. Identify and pass product upsell opportunities to the Sales team.
- Expand our customer relationships to new key personas for your assigned book. Travel on-site to meet with customers monthly, 2-3 days each trip.
- Analyze usage metrics to identify at-risk customers; develop and execute retention strategies.
- Influence product enhancements by proactively seeking customer feedback and having a pulse on how our customers work.
- Fiercely protect client happiness and drive customer success.

## **What Will Make You Successful**

### *Experience*

- 5+ years' experience working in the Live Events Industry in a labor manager or operations-based role required. Additional warehouse operations experience and crew experience preferred.
- Experience in retaining and growing client partnerships is required. A history of retaining and growing revenue is preferred.
- Excellent written and spoken English along with exceptional phone and video conference skills / etiquette. Demonstrated ability to communicate effectively across various levels and personas of an org.
- Strong financial literacy. Solid understanding of financial concepts like revenue, profitability, cash flow, exit strategies, etc.
- A thorough understanding of digital software products, web technologies, mobile applications, and current trends; proficiency with Microsoft Office is required. Experience with HubSpot preferred.
- Bachelor's degree or equivalent work experience required.

### *Mindset*

- You are equal parts technical, relational, a problem solver (can diagnose the root of a problem not just treat the systems), and consultative. You are the type to demonstrate genuine care in every internal and external interaction.

- You're able to meet people where they are and constantly adapt to your audience; you form relationships and build rapport quickly. You are patient and sensitive to non-technical users, as well as able to hold your own when speaking to technical users.
- You have strong business acumen. You regularly share industry best practices and have experience challenging your customers to think differently when it will drive successful business outcomes for them.
- You love formulating a strategy, analyzing key data points and problem solving to help customers drive better business results.
- You have a relentless desire to learn, absorb the industry and become a coach/ thought leader for your customers.
- You are resourceful. You go over, under, around and through obstacles to achieve success.
- You enjoy working cross-departmentally.

We look for individuals that align to our core values: Believe the Best, Act with Purpose, Champion Success, Think Like an Owner, Be a Trailblazer, & Saddle up.

### **Benefits**

- + Hybrid work environment
- + Competitive salary
- + Health, Dental, Vision, STD/LTD coverage, starting Day 1
- + 401k match
- + Educational Assistance
- + Professional Development stipend
- + Flexible PTO
- + Technology tools to do your best work
- + Awesome co-workers

 **Come join our growing team!**

Apply here: <https://forms.monday.com/forms/9abf67e5b155c48acf59113011617ff6?r=use1>

*Disclaimer: This job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of you. Duties, responsibilities, and activities may change, or new ones may be assigned, at any time.*