



Director, Implementation and Onboarding

Role: Director, Implementation and Onboarding

Team: Customer Success

Location: Hybrid in Atlanta, GA or Charleston, SC preferred | Open to Remote

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).

What We're Looking For

We really really value our customers! We also really value the team members that ensure the ongoing happiness and 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 a dynamic and passionate Director of Implementation & Onboarding to join our Customer Success team.

At LASSO, our Implementation Specialists launch our new customers and activate additional product modules for existing customers. They lead Onboarding efforts to get our customers and their teams thriving within the LASSO platform. They guide customers on how to map their existing workflows to

the LASSO platform, and make strong recommendations on industry best practices. They ensure customers exit the onboarding phase well trained and adopting the LASSO platform at a high level. This team knows just enough to get technical but balances that with being highly consultative, communicative, and organized. They set the first impression of how we care for and strategically guide our customers, and they set the foundation for retention of our customers.

About the Role

We are looking for an experienced Implementation & Onboarding leader – someone with a proven track record of building both high performing teams and effective processes. This position requires an intellectually curious and results oriented self-starter, with the ability to thrive in a fast-paced, high-growth, team-oriented environment. While your primary responsibility will be to lead the team to achieve results, this role meets with customers regularly. We are looking for someone highly skilled at leading the customer through technical escalations and a leader who can jump in the trenches to assist with product training. This role reports to the VP of Customer Success.

Responsibilities:

- Lead a remote and distributed team of Implementation & Onboarding Specialists.
- Own the post-sale customer journey through Onboarding graduation. Ensure launch timelines are met and that customers adopt the LASSO platform at a high level.
- Lead through influence and example. Become an expert on the LASSO platform, working alongside your team to implement and onboard new customers as needed.
- Design and refine workflows that accelerate time to value and boost customer retention.
- Leverage data to refine a capacity model for your team that accounts for multiple product modules with varying complexity. Ensure established project timelines are met or exceeded.
- Closely monitor the Implementation Team's volume of work. Recognize risks to project timelines and customer health, developing action plans to resolve.
- Define and report on operational metrics at the team and individual level, coaching team members on performance as needed.
- Scale the team through high growth while maintaining our high rate of customer success and satisfaction.
- Report on customer trends related to the implementation and onboarding phase, including product feedback gathered during this stage.
- Foster a healthy and collaborative team dynamic. Develop your team for personal growth opportunities within LASSO by identifying career paths and setting development plans in motion.

What Will Make You Successful

Required Experience & Mindset

- 5+ years' experience as the primary leader of an Implementation / Onboarding team at a high growth, multi-product, SaaS based company.
- 7+ years' experience in a direct customer facing role.

- Experience building processes and protocols for Implementation and Onboarding teams. Proven history of developing workflows for multiple, concurrent projects with varying modules.
- Experience implementing strategies that drive product adoption and customer retention.
- Exceptional communication skills. Ability to translate technical processes into digestible, approachable steps.
- Able to thrive in a fast-paced environment. A champion of change.
- Resourceful: Goes over, under, around and through obstacles to help customers achieve success.
- Data driven: Leverages data to formulate strategies and solve problems, driving business results.
- Thorough understanding of digital software products, web technologies, mobile applications and current trends; proficiency with Microsoft Office is required. Experience with Hubspot, is preferred.
- Experience acquiring teams through acquisitions preferred.
- Bachelor's degree or equivalent work experience required.
- Travel to customers several times a year may be required.

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.