

David M. Vadala

Empowering the world's biggest companies to feel heard and spend generously

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EXPERIENCE

Adveez, Toulouse, FR, Remote — *Manager of Customer Success*

SEPTEMBER 2024 - PRESENT

- Managing 70% of company's SAAS revenue of (approx,) \$1.8-\$2.6M.
- Fostering client relationships by attending trade shows and facilitating social excursions that enhance and grow the company's relationship with clients like United Airlines, SouthWest Airlines, Delta, Amazon Prime Flight, DHL, TLD, Fort Brand, DNATA and Mercury GSE.
- Leading the transition of newly won accounts from the Sales Department to the 1 person Client Relationship Department, performing the 6 core tenants of the role:
 - a.) Creating succinct customer data presentations made from client data to facilitate and spotlight upsell opportunities.
 - b.) Acting as the client's true product consultant and advocating for their most desired intent.
 - c.) Product troubleshooting and working cross departmentally to ensure complete client satisfaction. (Ensuring JIRA tickets are closed quickly.)
 - d.) Providing consistent project installation updates. (Sending excel books updating the progress of client operations.)
 - e.) Owning detailed execution work following new hardware/SAAS sales to ensure successful client launches. (Ensuring that each FAMA is sent to their correct geographical location and that new airports are situated to adopt the technology.)
 - f.) Customer training, (ensuring clients can use both the product as well as the accompanying SAAS Product, Localeez.)
 - g.) Ensuring consistent adoption of Adveez products while ensuring the client roadmap is beneficial to all parties.

iCleanse, Avon, CT, Remote— *Director, Client Services Delivery*

JULY 2023 - SEPTEMBER 2024

- Worked with clients' executive leadership teams at companies like Chuck E Cheese, Subway, Chime, The Place 2 Be, CT Science Center, Oakview Group, Bradley International Airport etc, to understand client goals and priorities while also uncovering new opportunities for iCleanse.
- Communicated with iCleanse's sales and client services team members to determine the client's desired direction. .
- Developing workflows in Hubspot for delivery of client interactions while judging success based on retention/clicks.

SKILLS

- Customer consultant
- Landing and expanding accounts by showcasing useful data for value realization.
- Accurately reflecting client feedback to ensure alignment and mutual trust.
- Empathetic and proactive, goal defined, service provider.
- Microsoft Power BI
- Excel
- Hubspot
- SalesForce
- Jira
- Pentaho

- Preparing informative and brief business review decks using PowerPoint and presenting advertising placement data to executive leadership teams.
- Managed 4 client relationship managers, paying close attention to service metrics, overseeing proper client remediation practices and overall client satisfaction efforts.
- Enforced internal quality standards, adherence to iCleanse's Style guide and promoting logging activity in Hubspot.

E-Vestment Nasdaq, New York City, NY, Remote— *Sr. Client Services Delivery Specialist*

DECEMBER 2022-APRIL 2023

- Provided white-glove service to 17+ high-profile clients totaling \$20M-\$25M in annual revenue.
- Created engaging presentations (derived from client data,) for adjacent teams to ensure overall client satisfaction and retention.
- Identified outlier data by comparing datasets with prior yearly figures and notating in Salesforce and emailing clients when necessary.
- Formatted large and intricate financial documents in Microsoft Excel and uploaded them to the E-vestment database for Client / worldwide analysis. -
- Verify client records by working with financial databases like Mercer, Prequin, Alphaport, Bloomberg, Callan, DeMarche, Informa and Morningstar.

IntentMacro, San Francisco, CA, Remote— *Manager of Client Engagement*

AUGUST 2021-DECEMBER 2022

- Inspired repeat business from clients by scheduling recurring meetings where general operations were discussed.
- Used customer data to create PowerPoint Decks to share progress, statuses, and internal insights with C-level client teams.
- Utilized Google Sheets to ensure internal engagement teams were effectively working towards goals ahead of deadlines.
- Created incentive programs for high-performing Client Engagement Team-members.
- Onboarded and trained new client engagement team members on best practices, creating reports, workflow, general communications etc.
- Worked cross-functionally with internal teams to share what's working best with clients and pave new ways forward.

Wolters Kluwer-UpToDate, Waltham, MA, Hybrid — *Sr. Inside Sales and Relationship Manager*

AUGUST 2018-DECEMBER 2022

- Managing customer relationships and renewals for 250+ accounts in the Dallas, TX area, totaling \$20M in annual revenue.
- Exceeding \$50K in quarterly sales via Marketo leads and existing client upsells for additional products and services.
- Creating quotes, contracts, and contract amendments in Salesforce.
- Working collaboratively with Product Specialists, Integration team,

Contract/Legal Specialists, IT support, Sales-Ops, and MDM team members to solve a variety of issues.

- Optimizing customer experience by sharing their feedback and insights with the product team, building customer experience for EHR/EMR solutions like EPIC, Allscripts, Athena Health, etc.
- Creating custom product usage PowerPoint Decks for customers via Microsoft Business Objects and Pentaho.

Pipeline IQ (FKA) LeadBridge, Andover, MA, In Person — Manager of Business Development

AUGUST 2014--AUGUST 2018

- Ensured LeadBridge analyst team consistently hit monthly sales goals of \$240,000.
- Increased team productivity via incentives and fail-safe productivity protocols.
- Provided talk track messaging for multiple software solutions, including everything from Apache Kafka to VMware.
- Defined interview standards and goals; communicated expectations to the analyst team.
- Onboarded and trained new team members.
- Onboarded new clients, including expectation setting and negotiating

Pipeline IQ (FKA) LeadBridge, Andover, MA, In Person - Business Development Analyst

November 2012 - March 2014

- Identified and interviewed decision-makers at target companies in order to obtain actionable insights for clients, including pain points and gaps in technology stacks.
- Made 60-80 calls per day reaching decision makers and C level teams
- Called with the intent of selling solutions pertaining to and not limited to: End User Computing, Virtual Infrastructures, Hybrid/Cloud Environments, and Disaster Recovery.

EDUCATION

Boston University, Boston — Sociology and Digital Marketing

SEPTEMBER 2007 - MAY 2011

CERTIFICATIONS

Hubspot — Email Marketing, Inbound, Digital Marketing,