

KRISTIN M. LAWSON

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DIRECTOR OF CHANGE MANAGEMENT & DIGITAL TRANSFORMATION

1 of 150 Prosci® Certified Advanced Instructors in the world for Microsoft and Cisco delivering global change management and customer success engagements. Trusted advisor spearheading digital transformation, organizational change, and business value. Decades managing, and coaching teams to deliver customer success lifecycle operations through the lens of the “people side of change”. Truly passionate to realize business value through proven Prosci® research-based methodologies, consultative offerings, strategy planning, creative execution, training, and adoption. High bias for action, curious mindset, and inspires collaboration. Proactively identifies and acts on opportunities to drive deep results. Drives iterative feedback into all work. Translates strategy into manageable, measurable, and impactful transformation. Iterative improvement driver, relationship cultivator, and inclusive ally. Experienced change leader adept at influencing at all levels, developing long-lasting relationships, confident in person or remote.

AREAS of EXPERTISE

Prosci® Change Management Methodology and Certification | Risk Analysis, Strategy Creation, Execution, Tracking & Adoption
Defining & Measuring Success | Multiple Project Execution | Above-and-Beyond Customer Success & Stakeholder Management
Delivering New Products, Services, Revenue Streams & Cost Savings | Product & Portfolio Management | Field Readiness
Art of the Possible Workshops | Cross-Functional, Cross-Globe Collaboration | Growth Mindset | Diversity & Inclusion | Culture

MICROSOFT, Inc., Portland, Oregon

March 2015 to September 2023

Senior Technical Program Manager, Microsoft Teams Engineering – Nov 2020 to Sept 2023

Owned & led several cross-functional global teams to drive innovation and execute many customer lifecycle transformation programs that improved utilization, virtual events, go-to-market strategy, roadmap, and product for Microsoft Teams.

- Developed new data-driven customer outreach, feedback programs, and field readiness initiatives for 8 key Microsoft Teams Premium features expediting feature tracking and customer adoption by 25%.
- Led creation of Microsoft's pioneering 3-tier virtual event production service, and onboarding the delivery partner in 9 months, orchestrating cross-functional collaboration to accelerate time-to-market by 30% for a new market offering.
- Pioneered an enterprise-wide customer feedback tracking initiative for 32 Microsoft Teams Premium SKUs, resulting in tangible product insights, improved feature development, roadmap planning, and contributed additional revenue.
- Championed 20% faster onboarding and 15% increased new hire productivity through enhanced readiness programs and an increase in sustainability and accessibility hackathon developments.
- Directed a new continuous learning Skill Up program with company-wide experts, increasing employee skill proficiency by 20% and inspiring more open knowledge sharing.
- Managed a global Culture Team, significantly advancing diversity and inclusion initiatives and improving bi-annual employee survey results.
- Prosci® Certified Advanced Instructor coaching 500+ employees through change journeys in quarterly certification courses and consulting on post-class projects.
- Mentored 5 Prosci® Certified Advanced Instructor peers through certification, elevating Microsoft's change management capabilities and contributing to the global instructor count.

Senior Adoption & Change Management Consultant, Microsoft Services Consulting Practice – Mar 2015 to Nov 2020

Designed, led, and facilitated 250 large, weekly onsite Microsoft 365 adoption and digital organizational change workshops. Supported pipeline development, pre-sales, and architecture of services offerings for clients.

- Orchestrated 50+ stakeholders per workshop to create 8 customized adoption plans through persona and scenario-based art of the possible journey mapping efforts that resulted in 100% accelerated ROI for undeployed Microsoft 365 tools.
- Consulted 200 delivery teams, resulting in enhancement of customers' change plans and a 30% adoption increase.
- Selected as leader of two 6-week Asia-Pacific delivery assignments leading to a 100% expansion in regional business.
- Maintained 100% satisfaction rate among 10,000 workshop attendees, consistently exceeded utilization goals.
- Spearheaded creation of customer-facing and internal sales collateral, datasheets, all workshop presentations, and intranets, resulting in a 15% rise in internal resource utilization.
- Initiated and executed 6 pipeline campaigns that generated a 25% increase in engagement opportunities, a 15% increase in sales; Proactively partnered with account teams to co-sell 20% further proactive offerings.
- Staffed Microsoft's presence at key industry tradeshow and events, delivering live demonstrations to customers and partners that yielded a 40% growth in lead acquisition.
- FastTrack Adoption & Change Lead secondment [July 2018-July 2019] consulting 14 top 250 Microsoft strategic customers by creating Microsoft 365 organizational change management adoption plans.

BLUEJEANS NETWORK, London, U.K.

December 2013 to December 2014

Head of Customer Success EMEA

Recruited, hired, and managed Europe's first high-performing Customer Success Manager team; coached direct reports to exceed customer growth and retention targets for all EMEA & APAC accounts, \$6M+ annual contract value.

- Increased customer retention rate by 15% over 12 months through implementation of targeted engagement strategies.
- Expanded marketing via channel partners to stream 1B minutes' worth of video conferencing, a tenfold increase.
- Led global creation and formalization of client feedback listening systems, NPS ratings, communities, escalation processes, and all end-to-end customer lifecycle experiences.
- Implemented feedback that contributed to a 25% reduction in customer support response times and increased NPS.
- Converted 80% of pilot programs into full-term customer and partner contracts.
- Drove onboarding of all EMEA & APAC customers and reduced onboarding time by 25%, resulting in faster ROI.
- Created & published original deployment collateral and adoption resources for all customers and resale partners.
- Launched new go-to-market lead tracking program for reseller prospects that grew forecasting and deals by 20%.
- Oversight of budgets for new office operations, organized trade shows, customer networking events, quarterly team building offsites, and community volunteer days.

YAMMER EMEA - Microsoft Office Division, London, U.K.

November 2011 to November 2013

Education Services Training Lead, Yammer EMEA; Now Viva Engage – Sept 2012 to Nov 2013

Established and mentored new Yammer Education Services team, orchestrating the execution of new revenue stream delivering 100+ EMEA paid-for training and certification programs for members valued at \$300K within 10-months.

- Pioneered and launched new Yammer certification program, resulting in a 40% community manager member increase.
- Trained 400 Microsoft partners, onsite and online, staffed annual Microsoft Worldwide Partner Conference.
- Conducted 50+ Microsoft Yammer online trainings & 12 Yam Champ onsite workshop events for peers.
- Led three 2-day onsite Yammer adoption workshop events in London, Prague, and Dubai for 100+ Microsoft partners.

Senior Customer Success Manager, Yammer EMEA – Nov 2011 to Sept 2012; Microsoft acquisition 2012.

Supported 25 large enterprise accounts, presenting at all levels, to drive deployment of relatable use cases, network launch planning, and execute creative customer engagement activities. Devised new global customer webinar program, resulting in improved customer adoption, field readiness, best practice capacity building, engagement, and retention.

ADDITIONAL EXPERIENCE

CISCO SYSTEMS, WEBEX, London, U.K.

Senior Partner Service Manager / Senior Customer Success Manager, WebEx UK, Ltd.

Spearheaded revenue growth by incubating brand new post-sales partner programs and partnering with the world's largest Telcos and Cisco service providers. Resulted in tripled revenue to \$5M in 1.5 years.

Senior Client Services Manager, WebEx U.K., Ltd. – Cisco acquisition 2007.

Drove training and adoption of web conferencing services for Fortune 500 customers, led strategic consultations with 10 Telco and service provider partners each quarter. Managed adoption and retention activities for 400+ reseller partner accounts.

Client Services Manager, WebEx U.K., Ltd.

Deployed WebEx products and services within 180 Fortune 500 UK customers, partners, and resellers. Conducted 7 strategic consultations with customers per quarter. Facilitated technical support escalations to resolution. Sold additional event services.

MICROSOFT UK, Ltd., U.S., and U.K.

Senior Event Producer, EMEA Sole manager of all Microsoft Live Meeting webcasts across 10 European subsidiaries. Executed 950+ global webcasts annually and grew event business by 50 webcasts quarter-on-quarter. Onboarded 18 European subsidiaries and resale partners to manage their own localized webcast programs.

Senior Event Producer Microsoft acquisition 2003. *Orchestrated 30 Fortune 500 virtual events monthly, ensuring end-to-end excellence and audience engagement. Led all training, rehearsals, and IP creation. Selected as first to staff U.K. team.*

Event Producer *Managed 20 monthly Fortune virtual All Hands events, serving as the primary customer success manager, delivering training, best practices, and managing escalations. Drove a 25% increase in event service offerings. Proactively supported customers in several time zones. Onboarded and trained all new team members.*

EDUCATION

Washington State University ▪ Bachelor of Arts: Communication – Advertising

ADDITIONAL INFORMATION

Citizen of the United States & United Kingdom.

Licenses, badges, and certifications can be found [here](#). ▪ Volunteer experiences, [here](#). ▪ Recommendations, [here](#).