

George Lennox

Customer Success & Engagement | Senior Technical Account Manager

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SUMMARY

Senior Customer Success and Engagement Leader with **11+ years** of experience **bridging executive strategy and technical engineering** to drive measurable outcomes on accounts ensuring Net Revenue Retention. From **cutting enterprise client time-to-value by 50%** at Accenture to secure contract renewals to building Developer Relations functions from scratch. Now looking to lead global client rollouts and scalable CS operations, **bringing the technical fluency** and delivery governance needed to build trust and guarantee commercial goals.

CORE SKILLS

- **Customer Success Leadership:** Enterprise Account Management, Onboarding & Time-to-Value (TTV) Optimisation, Churn Mitigation, Net Promoter Score (NPS) Turnaround, Executive Business Reviews (EBRs)
- **Commercial & Expansion Growth:** Contract Renewals, Account Expansion & Upsell, Client Service Level Agreement (SLA) Governance
- **Tools & Analytics:** Salesforce, Pipedrive, CRM Workflow Architecture, Customer Data Platform, Customer Health Scoring, Jira, PowerBI, Databricks, Data driven insights

PROFESSIONAL EXPERIENCE

Developer Relations Lead, SideShift.ai | 04/2025 to 05/2026

Web3 Startup (approx. 18 employees) | Non custodial crypto exchange, direct to wallet trading, and payments infrastructure

Established the operational governance and delivery frameworks required to bridge leadership, engineering, and external technical partners. Built scalable playbooks to ensure transparent project tracking and strategic alignment across the business.

- Directed the end to end delivery of a global technical hackathon, coordinating cross functional resources to manage 164 builders and successfully launch a live product to market.
- Architected and deployed a scalable CRM workflow within a two week sprint, integrating automated data pipelines to capture, qualify, and onboard high-value enterprise partners, supporting a maturing Business Development function
- Integrated custom LLM workflows and AI-driven market intelligence agents into internal operations, cutting weekly manual research hours by ~70% and accelerating ecosystem sentiment analysis

Sergeant (Team Lead), British Army, NATO | 04/2024 to 04/2025

Defence and multinational peacekeeping operations | Surveillance and Reconnaissance Patrols

Deployed on overseas peacekeeping operations as part of a multinational NATO task force. Studied and qualified in high performance sport coaching.

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Lead Data Consultant, Accenture (formerly Redkite) | 06/2021 to 11/2023

Global enterprise (700,000 plus employees) | Management consulting and professional services

Promoted from Senior Business Analyst. Operated as senior advisor to enterprise client leadership, ensuring strategic alignment between customer business objectives and technical delivery teams.

- Delivered over £10M in annual supply chain savings through enterprise data and visibility platforms.
- Led and mentored a team of eight business analysts and multiple engineers. Built data infrastructure that supported a FTSE 100 retailer's AI recommendation engine, now responsible for over 10% of total e-commerce sales, leading to contract renewal.
- Optimised enterprise client onboarding and implementation workflows, cutting customer time-to-value (TTV) by 50% and directly securing multi-year contract renewals.

Solution Team Leader, NTT Data (formerly everis) | 06/2018 to 06/2021

Global enterprise (approx. 190,000 employees) | IT services and digital transformation consulting

Led Agile delivery teams across digital transformation programmes in luxury retail and fintech.

Accountable for end to end client outcomes, rigorous delivery governance, and stakeholder engagement.

- Value Retail (Bicester Village): Marketing Workflow Optimisation & Hands Free Shopping Platform:
 - Optimised marketing campaign workflows in Salesforce, enabling the Value Retail team to brief agencies and manage campaigns more effectively.
 - Defined the proposition, built the MVP, piloted it over 8 weeks, and rolled out across 12 villages globally. Still live today.
 - Guest spend increased 34% per visit, with 40% registration growth driving a 23% sales uplift from participants.
- Howdens Joinery: DesignView Cloud Platform
 - Led the rapid deployment of the DesignView Cloud Platform during pandemic disruptions, ensuring business continuity for 10,000+ employees
 - Generated a 10 to 20% sales uplift and a 16-day reduction in customer lead time, with the platform subsequently expanded into Ireland, France, and Belgium.
 - Partnered with enterprise stakeholders to identify unmet user needs and launch a new contracts feature, driving account expansion and unlocking a new commercial revenue stream.

Project Manager, Olapic | 08/2016 to 06/2018

Visual marketing platform enabling brands to curate and use customer-generated content | Early growth stage (~80 employees)

Delivered onboarding and led enterprise client onboarding, technical integration, and ongoing adoption for major retail brands, partnering with executive stakeholders to ensure end user needs were met to drive product adoption and performance.

- Delivered 60+ client projects within budget and to target go-live, maintaining a 97% service rating.

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Project Manager, Peerius | 01/2015 to 08/2016

Omnichannel personalisation platform recommending products based on customer behaviour |

Early growth stage (~40 employees)

Progressed from Support Analyst to Project Manager within 9 months, taking full client delivery ownership and working with agency partners on campaigns.

- Company-wide NPS turnaround from -42 to +10, delivering 10 client projects while maintaining a 100% service rating

OTHER EXPERIENCE

British Army Reserves, Honourable Artillery Company (2015 to 2026)

Defence and military reserves | Ran in parallel with civilian career throughout

Sergeant. Held roles including Platoon Sergeant, Phase 2 Training Instructor, and Lead Physical Training Instructor (ARPTI Advanced) in 1 Sqn HAC. Left in 2026 after completing overseas operations in 2025.

EDUCATION & QUALIFICATIONS

BSc (Hons) Psychology, Open University (commencing February 2027)

PSM II, Professional Scrum Master (Scrum.org, 2024)

PowerMBA (The Power Business School, 2021)

AgilePM Practitioner (APMG International, 2017)

A Levels: Economics, Biology, Chemistry (Hereford Cathedral School, 2012)

INTERESTS

Competitive Brazilian Jiu-Jitsu, Blue Belt

NSCA Level 4 Strength & Conditioning Coach (2025)

CrossFit Level 1 Trainer

Guitarist