

# Louis-Philippe Couture

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## WORK EXPERIENCE

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### HOTJAR

*Customer Advocacy Lead, Technology: Behavioral Analytics SaaS*

**Remote, WW**

April 2021 – Present

- Hired and developed a Customer Advocacy Team that focused on making customer interaction insights available to stakeholders.
- Created an inclusive team environment. Offered guidance and specific/actionable feedback for personal and career development.

*PSS Lead & Product Support Specialist*

March 2020 – April 2021

- Defined and implemented a large-scale organizational change across the Hotjar product squads and customer experience department to promote collaboration. Iterated through multiple rounds of improvements with stakeholders in every product squad.
- Joined Hotjar's Activation Squad and grew the "TC Installed" KPI by >30% and the "Accounts Created" KPI by >11% during Q1 2021.

*Hotjar Support Engineer*

March 2019 – March 2020

- Delivered technical and value-driven conversations with high-conversion users and customers.
- Collaborated with marketing and product teams to improve Hotjar's customer experience, product and content while focusing on activation and engagement key results (KRs).

### ACTIVIS

*Partner & CTO, Technology: Digital Marketing*

**Greater Montreal Area, QC**

June 2017 – March 2019

- Offered 24-7 (phone and video) customer success calls to tier one clients in IT (WordPress, GA, Hotjar, C-Panel, Linux, AWS)
- Provided leadership and day-to-day management of a team of two on-site and two off-site IT support agents (tracked & improved customer service quality, issue resolutions and reduced delays).
- Bi-weekly management of a team of nine on-site employees and two off-site employees including front-end & back-end web developers, designers, project managers and support agents (improve workflow, monthly meetings, issue resolutions).
- Achieved growth and productivity objectives and managed goal progression for the team (customer satisfaction rating).
- Stayed involved in business strategic planning, new technology implementation and workflow improvements (increased recurring revenue streams, introduced Progressive Web Apps to service offered, improved security of Activis' web hosting infrastructure).
- Conceptualized, planned, and implemented an Amazon Web Services and a 24-7 support department. Structured Activis' value offering and pricing, recruited and managed Activis' support team, achieved profitability, and reached growth objectives.
- As part of the management team, contributed to business development and generated over \$2.5M in sales from over 1,000 clients.

### QUANTIK DIGITAL PROPELLER (ACQUIRED BY ACTIVIS)

**Remote, WW**

*Co-founder & Co-CEO, Technology: Digital Marketing*

Sep 2012 – June 2017

- Offered 24-7 (phone and email) technical support to clients (static websites, forms, WordPress, GA, Hotjar, Webmaster tools, G-Suite).
- Co-Founded Quantik while studying full-time and achieved profitability in the first year of operation.
- Provided leadership and day-to-day management to a team of five on-site and five off-site employees including front-end & back-end web developers, designers, project managers and success agents (tracked & improved KPIs along with client satisfaction).

### SILEXVR CONSULTANT

*Virtual Reality Specialist, Technology: Virtual Reality*

**Remote, WW**

Apr 2015 – October 2018

- Interviewed, recruited and managed a team of two Unity Game Developers. Planned, structured and created various interactive Virtual Reality experiences using the Unity game engine and various VR headsets (Oculus DK2, Oculus CV1, Gear VR, HTC Vive).

## EXTRACURRICULARS

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### THE FOUNDER PROJECT

*Student Venture Capitalist, Non-Profit Organization*

**Montreal, QC**

Jan 2013 – Sep 2014

- Worked with co-founders to develop initial vision and strategic roadmap – touched thousands of students and hundreds of startups.

## EDUCATION

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### UNIVERSITY OF TORONTO

*Faculty of Business, School of Continuing Studies, Entrepreneurial Studies:*

**Montreal, QC**

Class of 2013

- Selected for Canada's Next 36 Program
- Received mentorship from some of Canada's top business leaders and academics (John Kelleher, Som Seif, Ajay Agrawal)

### CENTRENAD (UQAC)

*School of Digital Arts, Bachelor of Digital Design & Interactive Technology*

**Montreal, QC**

Graduated in 2013

Practical and theoretical training in the digital production world.

### POLYTECHNIQUE MONTREAL

*School of Engineering: Software Engineering*

**Montreal, QC**

2008-2010

Recipient of the **Philip & Lily Malouf Robotic Award**. Specialist in skills related to software and team management.

## SKILLS & INTERESTS

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- **Languages:** Fluent in English and French
- **Interests:** Technology & innovation, entrepreneurship, tennis, skiing, building quadcopters