

Louis-Philippe Couture

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WORK EXPERIENCE

HOTJAR

Customer Support Lead, Technology: Behavioral Analytics SaaS

Remote, WW

May 2022 – January 2024

- Led, managed and mentored a remote North American customer support team of five, driving exceptional support and consistently high 94%+ CSAT/CES scores for our expanding customer base.
- Hired, onboarded and trained team members, providing continuous coaching and actionable feedback to support their growth.

Customer Advocacy Lead, Technology: Behavioral Analytics SaaS

April 2021 – May 2022

- 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 "Installed Rate" KPI by >30% and the "Accounts Created" 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).
- Designed and launched an Amazon Web Services-based 24/7 support department, structured Activis' value offering and pricing, recruited and led the support team, and achieved profitability and growth goals.
- As part of the management team, I 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 three 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

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

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

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