

Erica Newell

Lead Client Success Strategist



About

I began my professional career working for a financial institution where I found myself in a variety of roles. I found my strength in individualized coaching and leadership development. For over six years, I managed and developed teams of tech specialists, top sales, business experts, and coaches. While in leadership I worked with high-level executives on initiatives including a business-wide employee retention plan, onboarding strategy, a mentorship program and created a leadership training/development program.

After identifying a love for business development, I moved to a growing influencer marketing company. My role in Client Success helped me work with large brands and businesses assisting to drive revenue growth, client loyalty, and develop/execute high-level strategies across many channels.

Interests

Outside of business my passions are reading, yoga, climbing, gardening, art, graphic design, and travel. When I travel for leisure, I explore local coffee shops, bookstores, antique shops, and restaurants.

Why I Enjoy Client Success

As a small child I remember loving setting goals, putting them on paper, working backwards, and creating steps towards achievement. I'm passionate about helping others succeed. My favorite part of Client Success is helping clients achieve and exceed goals. As your advocate and an extension of your team, I'm here to help you grow your business.

Your success is my success.

How I Can Help

Our relationship will help give you tools to focus energy on things that matter most—impact activities.

I will start by working with you to develop your business goals and understand how stakeholders measure success. Together, we will work to develop strategies and checkpoints for these goals. Along the way, we will continually follow up on these goals and gauge our progress.

Our partnership will empower your team to make better, more strategic, business decisions.

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