Morgan Boyd

Client growth | Customer adoption | Business improvement

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PROFILE

I build the work clients come back for.

I start by finding out what's getting in people's way. Then I make the case for a change, bring the right people together and stay close enough to see whether it works. I've used that approach to grow enterprise accounts, win back inactive partners and get customers using new tools sooner.

01 SELECTED WORK

£30,000 to £110,000 | grew annual live-learning work from idea through delivery
15 to 5 working days | redesigned partner onboarding to get organisers started sooner
£90,000 renewal | redesigned an academy for an at-risk client

02 EXPERIENCE

Client Director | Econsultancy

July 2022 - September 2026

Managed 14 enterprise accounts across a £2m+ annual portfolio of platform subscriptions, content and live learning. Owned account planning and managed renewal risks.

Subscription renewals. Led renewal strategy and subscription negotiations. The portfolio recorded 93% year-on-year membership renewal.

Existing-account growth. Grew a gaming client's annual customised live-learning work from £30,000 to £110,000, owning the work from idea and proposal through delivery and feedback.

AI adoption at scale. Implemented a bespoke AI for Marketers programme that was adapted for five more clients and reached 1,500 learners across the wider programme. The work informed a separate standard platform course.

Renewal recovery. Pitched and led the academy redesign that secured a £90,000 renewal for an at-risk client. The approach became a billable offer and informed wider Docebo upgrades.

Commercial proposals. I designed the solutions for six programmes commissioned in H1 2026, worth £530,000 in total.

Adoption and capability. Upskilled 30 colleagues in ChatGPT and Canva for platform customisation, sales planning and proposals, reducing proposal turnaround from three days to two hours.

See the thinking behind my work
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How I make change stick

Platform adoption. Introduced client-specific communications and resources, supporting an uplift of almost 23% in user engagement. Coordinated software implementations and platform migrations with technical specialists.

Partner Success Manager | Let's Do This

April 2021 - July 2022

Managed around 50 event-organiser accounts across a portfolio generating more than £1.4m in revenue. Supported software onboarding, platform migrations and ongoing partner relationships.

Improving delivery. Designed an onboarding flow that cut onboarding from 15 to five working days. Separately, improved new-user engagement by 10% through a self-service onboarding approach.

Process improvement. Set up daily webpage change monitoring on known event sources, replacing four hours of weekly research with a five-minute report review.

Digital Growth Account Manager | Treatwell

April 2019 - April 2021

Managed salon partners using Treatwell's booking and salon-management software. Personally reactivated 40 inactive partner accounts, with 83% still active 12 months later.

Created a partner-growth role adopted by nine account managers across the UK and other markets, and showed colleagues how to get started.

Recruitment Consultant | Maclean Moore Consulting

January 2017 - April 2019

Managed client discovery, sourcing, negotiation and placements in specialist technology recruitment.

03 COMMERCIAL PRACTICE & DEVELOPMENT

Commercial discovery: Used MEDDPICC at Econsultancy to test whether opportunities had a clear business case, decision process and route to agreement.
Systems: Salesforce, HubSpot, Docebo, Excel and Google Sheets.

Mini MBA in Marketing | Mark Ritson | 2023
Culinary Arts | University of West London | 2017

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04 INDEPENDENT PROJECT

Something Somewhere. I'm building a real-world photo game that starts with a shared brief. I wanted the phone to get people looking at what's around them, so I designed the game around finding something, taking a photo and seeing what others noticed.

See the thinking behind my work
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