Lane Greer

Director of Forward Deployed Engineering, Field Innovation Lab

Atlanta, GA (303) 513-6118 lane.greer@protonmail.com linkedin.com/in/lanegreer lanewgreer.com

AI deployment, forward deployed engineering, and solutions architecture. Building AI agents with enterprise customers.

EXPERIENCE

Fullstory Jan 2018 to present

Director of Forward Deployed Engineering, Field Innovation Lab

Nov 2024 to present

Atlanta, GA (Hybrid)

- **Lead a six-person team spanning technical program management, forward-deployed engineering, and prototype infrastructure**
- **Influence 75% of company revenue across pre-sale, expansion, and renewal**
- **83% win rate by dollars (57% by deal count) across 41 closed opportunities with direct team involvement**

I built Fullstory's Field Innovation Lab, the specialist team behind our technical go-to-market motion. It started as an overlay on sales and now covers go-to-market through post-sale customer success.

- The lab is our customer-deployed R&D team, our version of forward deployed engineering. We design, prototype, and deploy AI and data science solutions that turn Fullstory behavioral data into measurable customer outcomes.
- AI deployment advisory
- Autonomous support workflows
- Proofs of concept and demo assets
- Partner enablement
- Leading the team

Senior Manager, Solutions Engineering Specialists

May 2022 to Nov 2024

We are a collection of software engineers and highly technical problem solvers passionate about demonstrating the full value of the Fullstory Digital Experience platform in a short evaluation window.

- Designing, building, and owning all demo environments used to showcase Fullstory's capabilities
- Expanding the technical horsepower available in deals to increase sales cycle win rate and ACV
- Designing, owning, and evolving the motion of selling on value connected to customer pain, so that it can be measured and quantified and ROI realized throughout the contract term
- Designed the practice of Demo Engineering from the ground up, and hired and staffed the practice
- Designed and launched a new React-based demo site and companion mobile apps
- Designed the charter and job descriptions for Web Technical Architect, Data Engineering Technical Architect, and Mobile App Technical Architect from the ground up
- Rewrote Fullstory's prescribed platform evaluation (POC) process with companion sales enablement and customer-facing assets and resources

Staff Sales Engineer

Jan 2020 to May 2022

Atlanta, GA

Enterprise sales engineering and solutions consultation for the industry-leading Digital Experience Intelligence platform, growing into the pre-sales solutions architect deployed on the largest and most complex opportunities. Ideated, designed, executed, and maintained a clear line of sight to the technical win, yielding high win rates and setting the customer up for long-term technical success after the transition from pre-sales to post-sale onboarding and customer success.

- $8.4 million in ARR in a single year
- Led the company in individual ARR contribution

Director, Customer Success (practice founder)

Jan 2018 to Jan 2020

Hired to design and scale Fullstory's Customer Success practice from the ground up. As the sole practitioner, worked as the CSM first to learn the company, product, and customers well enough to draft the right Customer Success framework. Helped redefine what Customer Success should look like and how it is measured: the channel for two-way communication between customers and product, enabling measurable, ROI-yielding product-led growth.

- Hired the entire first Customer Success team
- Drafted and began implementing Fullstory's first onboarding program, and hired the first onboarding team
- Drove customer-defined desired outcomes across a book of business worth over $3 million
- Treated renewal and expansion as lagging indicators of upstream strategic work, focused on solving customer problems in the most efficient, effective, reproducible, and scalable way possible

Manager, Director of Customer Success / Premium Services, Cloud First Applications Team (Google), Accenture

Oct 2015 to Dec 2017

Atlanta, GA

Started as a Customer Success Manager; within a year, ran the global team and led it for the remainder of the role. Developed and executed all aspects of the Customer Success practice for large enterprise Google for Work customers. Managed the tactical and strategic aspects of large enterprises' relationship with Accenture's Google practice, focused on user platform adoption, future technology discovery and scoping, cyber security best practices, and technical support oversight and case management. Engaged Google Product Management for market and user experience research.

- Developed the G Suite Security Best Practices executive workshop
- Developed an in-depth, formal Google Administrator Certification preparation class
- Regularly supported pre-sales discussions with potential customers
- Built and delivered the Accenture G Suite Security Best Practices practicum and served as principal cloud policy and configuration security expert

Director of Customer Success (promoted from Customer Success Manager), Cloud Sherpas

Apr 2014 to Oct 2015

(acquired by Accenture)

Atlanta, GA

Sole Customer Success Manager at Cloud Sherpas, chartered to design the Customer Success program from the ground up. Promoted to Director of Customer Success after the first year, and directed Customer Success from then on. Responsible for all ongoing initiatives for the largest, most strategic enterprise customers:

- Administrator support and escalation
- User adoption campaigns
- Email, network, and user security best practices
- Executive engagements

Sr. Google Enterprise Account Manager, Tempus Nova, Inc.

Oct 2012 to Jan 2014

Denver, CO

Field Sales, SMB Commerce, Google

Nov 2011 to Sep 2012

Denver, CO

EDUCATION

Georgia Institute of Technology
Master of Business Administration (MBA), Management of Technology
2016 to 2017

Dallas Baptist University
Bachelor of Business Administration (BBA), Marketing
2003 to 2007

CERTIFICATIONS

Google Apps Certified Deployment Specialist, Google, Feb 2014

Google Apps Admin Certification, Google

Google Apps Support Certification, Google

Google Apps Customer Success Services Certification, Google

SKILLS

Generative AI | Forward Deployed Engineering | Solutions Engineering | AI for Data Analysis | Solution Architecture | Product Development | Product Management | Product Strategy | Strategic Consulting | Feature Prioritization