

**KELLY LAHEY, MHPE**

kellylaheyGSPH@gmail.com • (415) 272-8182

Mill Valley, CA 94941 (SF Bay Area) • <https://www.linkedin.com/in/kellylahey>

**EXECUTIVE SUMMARY**

A results-driven, empathic leader and entrepreneurial innovator with triple start-up experience in the SaaS Software and Healthcare industries leading Client Services and Product Development teams. Client satisfaction-focused with a career 95% customer retention rate, and 125% Net Revenue Retention. A skilled problem-solver with extensive experience in leading product development from concept to roll-out, while also building and scaling a customer success organization including onboarding, training, and adoption, renewals, upsells. A recipient of the Disease Management Association Award, Association for Worksite Health Promotion Award, and a two-time recipient of the C. Everett Koop Award. As an early pioneer in digital health in chronic conditions, I led the development of digital healthcare products achieving ROI's of 8:1 and 10:1. An exceptional & engaging communicator, a strategic problem-solver, experienced facilitator, and a motivational leader who thrives in a high-growth environment, passionate about positively impacting millions of lives.

**PROFESSIONAL EXPERIENCE**

**PAPILIA/3BLTech LLC**, San Francisco, CA

Oct 2006 – Present

3BL Technologies is an international fundraising SaaS & PaaS software company that serves nonprofits including several UN organizations, hospital foundations & educational institutions.

*Vice President, Head of Client Services*

Jan 2010 – Present

*Consultant, Client Services*

Apr 2009 – Jan 2010

*Sr. Account Manager*

Oct 2006 - Sept 2008

Business Development

- 95% logo retention and 125% NRR during a high-risk shift in company ownership.
- Contribute to the ongoing sales process and procurement of new client accounts, consistently exceeding quotas and achieving revenue growth targets.
- Evolved the company in three distinct iterations; from SaaS provider to include PaaS platform, driving growth & expanding our customer base to include SMBs while also streamlining operations by 75%.
- Key contributor in development of new product from idea generation to roll-out, resulting in products more attuned to the needs of our demographic.

Account Management

- Cultivate strategic relationships with key decision-makers, demonstrate core value for the client satisfaction resulting in increased up-sell and cross-sell, referrals, and overall client satisfaction and retention.
- Utilize a unique client-centered approach resulting in a 50% increase in organic client-driven upsell and a 25% increase in referrals.
- Oversee portfolio of 50 Enterprise clients, receiving excellent customer service reviews.
- Collaborate with international multidisciplinary teams of over 200 employees across clients including C-Level, design, product development, and sales teams in the creation and implementation of new technology products, client customizations, software enhancements and enhanced business operations.
- Analyze complex metrics to measure, evaluate and refine all aspects of operations such as: Trends, Customer Value, KPI's, Retention, Churn.
- Report results of data analysis to team and customers; Board and Senior Management presentations
- Receive 95+% client satisfaction scores during complex customization projects due to exceptional customer service, communication, and project management.

Onboarding and Operations

- Scaled onboarding operations by 50% during a 1-yr 300% client base growth cycle.
- Create client onboarding protocols, playbooks, workflows, and training which streamlined processes while enhancing client portal engagement while decreasing staff training time by 50%.
- Innovated our SaaS products and processes into a virtual self-serve model, finding the balance between operational efficiency and customer satisfaction, producing a 75% reduction in ongoing staff intervention while maintaining profitability.
- Implement client-specific automated donor email communication strategy, optimizing engagement & client fundraising outcomes; campaign fundraising results increased 50-100% during the first year of strategy use.

**KAISER PERMANENTE**, San Francisco, CA

Oct '2000 – Present

Kaiser Permanente is one of the nation's largest not-for-profit health plans, serving 12.6 million members.

*Senior Health Educator III, Per diem, Chronic Conditions & Lifestyle Medicine*

- Expert in Motivational Interviewing and health behavior change science.
- Facilitate groups of 20-50 patients in programs under the auspices of Lifestyle Medicine and Chronic Conditions inclusive of weight management, smoking, exercise, prediabetes, and plant based lifestyle.
- Lead patients in achieving desired behavior change outcomes (week 17): 33 lb average weight loss, reduction in BMI by 4.8, decrease LDL cholesterol by 4.4, reductions in systolic BP by 5.6 and diastolic BP by 7.3
- Led San Francisco Medical Center in achieving 86-95% program retention, exceeding the Region ave. by 16%.
- Dynamic and engaging facilitator, achieving consistent "excellent" ratings in staff and patient evaluations.
- Known for creative problem-solving, exceptional customer service, and tech savvy.
- Facilitated the migration of in-person to online classes at the onset of the pandemic for Kaiser NorCal Regional, Medical Weight Management Program, leading the training for 19 Medical Centers and over 60 facilitators.

**HEALTHSCAPE (Formerly Healthtrac Inc)**, Redwood City, CA

Sept 2003 – Oct 2006

Healthtrac offers cost-effective need and demand reduction digital health behavior change programs to managed care organizations, health plans, and large employer groups throughout the US with proven ROI's of 8:1 and 10:1.

*Director of Client Services & Product Development*

Sept 2005- Oct 2006

*Sr. Manager, Client Services & Health Education*

Oct 2004 – Sept 2005

*Contract Health Coach*

Sept 2003 - Oct 2004

Business Development

- Design and implement creative integrated solutions with client health plan and health promotion initiatives to achieve outstanding ROIs of 8:1 and 10:1, with 90%+ client satisfaction scores across multiple, diverse clients.
- Build strategic relationships with clients, vendors, and industry leaders; a collaborative partner seen as a trusted advisor, industry leader, expert consultant and advocate.
- Essential in the sale of the Healthtrac Product Suite in 2006 to a large Disease Management company.
- Key contributor in RFP responses and sales presentations; resulting in a 25% increase in new client procurement.

Account Management

- Manage portfolio of 25 Enterprise Health Plan, Pharmaceutical and Employer Groups.
- Collaborate with multidisciplinary teams, inclusive of C-level, Medical Directors, and diverse client teams, communicating complex medical and technology concepts at their level of understanding.
- Manage full-time and part-time staff of 15 including: Client Services, Admin support, Product, & Health Coaches.
- Maintain exceptional customer retention, annual churn rate between 5-10% during my tenure.
- Analyze, interpret, and report complex outcome metrics to clients, staff, and in sales pitches.

Product & Operations

- Create and oversee customer service operations including client onboarding protocols, client and staff training.
- Editor for ongoing scientific updates written in the voice of Dr James Fries, Medical Director, Healthtrac Products.
- Content editor, and author for website, client portal, marketing collateral, and update of 50K lines of unique text used in the automated personalized physician's letters.
- Key contributor in creating an intuitive and engaging UX & UI as well as serving as the product "voice".
- Develop new preventive digital chronic condition and lifestyle modules from idea generation to roll-out.
- Manage and oversee product development team in the execution of deliverables across all clients.

**INDUSTRY SKILLS**

Client Services, Client Relationship Management, Project Management, Onboarding Processes and Operations, Strategic Partnerships, Digital Health, SaaS Software, Business Operations & Scaling, Account Management, Motivational Interviewing, Health Behavior Change, Public Speaking, Education & Training

**TECHNICAL SKILLS**

Salesforce, Microsoft Office, WordPress, Adobe Premiere Elements and Photoshop, Microsoft Teams, Articulate 360 LMS

**EDUCATION**

UNIVERSITY OF PITTSBURGH, Graduate School of Public Health  
Master in Health Promotion & Education, Summa Cum Laude  
Delta Omega Honor Society