

# Lucía Taravilla

## CUSTOMER SUCCESS MANAGER

Technical-driven professional with a background in Project Engineering and Sales Management, transitioning into a Customer Success career. Certified Professional Scrum Master skilled in bridging the gap between complex industrial solutions and client business needs. Proven track record in technical account management and requirement gathering. Leverages Agile methodologies and a customer-first mindset to ensure product adoption, drive retention, and deliver long-term value using Salesforce and SAP.



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Lucía Taravilla Aguilera



Madrid

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## EXPERIENCE

### **JAN. 2022 - SEPT. 2024**

#### SALES MANAGER - R.STAHL GROUP

- Sale of electrical and electronic equipment for potentially explosive areas (ATEX certification)
- Managed a portfolio of 20+ key industrial accounts, focusing on long-term relationship building, achieving a 95% retention rate, and account health monitoring.
- Conducted Technical Business Reviews with clients to align product solutions with their operational goals and pain points.
- Follow up on projects in industries such as Oil & Gas, H2, pharma, chemical...
- Connect opportunities and clients, maintaining constant communication with various teams throughout the entire process.
- Tracked and analyzed customer success metrics and KPIs to identify expansion opportunities and mitigate churn risks, leading to a 10% increase in customer satisfaction scores (CSAT).
- Key tool: Salesforce.

### **JAN. 2020 - DEC. 2021**

#### PRE-SALES ENGINEER - R.STAHL GROUP

- Pre-sales engineer, designing technically feasible solutions according to customer specifications.
- Led the technical discovery and onboarding phase for new clients, ensuring solution alignment with complex industrial requirements.
- Prepared technical and economic documentation for 30+ monthly tenders, contributing to a 1.5M€ annual pipeline.
- Link between the customer and the factory.
- Key tools: SAP and Salesforce.

### **AUG. 2017 - JAN. 2020**

#### ELECTRONICAL ENGINEER - AXTER AEROSPACE

- Execution of commercial and technical projects in hybrid and electric propulsion systems.
- Design, assembly, and integration of batteries, BMS (Battery Management Systems), control panels, and various electronic systems.

**JAN. 2017 - JUL. 2017**

INTERN PROTOCOL DEPARTMENT - UNIVERSIDAD CARLOS III MADRID

- Organization of institutional events and activities for the Rector's Office.
- Guided campus tours.

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**ACADEMIC BACKGROUND****SEPT. 2019 - JUN. 2020**

MASTER IN AGILE METHODOLOGIES AND PRODUCT DEVELOPMENT

EAE Business School

- Professional Scrum Master certification.
- Minor degree in Emotional Intelligence.

**SEPT. 2012 - JUN. 2017**

DEGREE IN ELECTRONICS, INDUSTRIAL AND AUTOMATION ENGINEERING

Universidad Carlos III de Madrid

- Electronic engineering with a specialization in power electronics.
- Bachelor's thesis "Analysis, Design and Implementation of a ZCS-AFZ Converter for Solar Applications."

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**LANGUAGES**

- Spanish: Native Speaker
- English: Full Professional Proficiency (C1)
- French: Professional Working (B1)

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**SKILLS**

- Customer Success: Technical Account Management, Customer Onboarding, Churn Mitigation, Relationship Building.
- Tools: Salesforce (CRM), SAP (ERP), Microsoft Office Suite.
- Project Management: Agile Methodologies, Scrum Framework, Requirement Engineering, Project Lifecycle.
- Technical: ATEX Certification, Power Electronics, Solution Design.