

Rowen Trombo

Q: How would you summarize your experience?

In my previous roles, I've had the opportunity to lead projects from start to finish, making sure everything flows smoothly between internal teams and external partners. I've worked through technical escalations, helped clients optimize their day-to-day workflows, and developed strategies to boost retention and revenue. A big part of that has been really listening, understanding what the customer is trying to achieve, even if they don't have the language for it yet. My experience in account management across different industries has helped me spot opportunities for improvement, and I've consistently been the kind of person who can both advocate for the customer and align those needs with business goals.

Q: What inspired you to move into a customer-facing role like Account Manager?

I've always had a passion for problem-solving, but what really drives me is helping people feel confident in their decisions, especially when those decisions are backed by clear data and thoughtful strategy. Working with small businesses and enterprises showed me how impactful that combination can be. I also got the chance to utilize my technical skills to translate in an approachable format. I loved seeing how my ability to break down complex information made it easier for clients to take meaningful action and grow their businesses. That sense of partnership and guidance is exactly what draws me to account management.

Q: Can you walk me through a role where you supported enterprise customers in a post-sales capacity?

At UKG, I've supported enterprise clients such as Tesla Motors, Six Flags Entertainment, and Taylor Fresh Foods. These organizations represent a wide range of industries, and I work directly with their HR, Finance, and IT leaders to align our solutions with their strategic goals. In this role, I help clients configure their systems, identify opportunities to optimize processes, and recommend additional UKG products where they add value. I often lead the resolution of critical or time-sensitive issues, coordinating with internal teams to deliver effective, timely solutions. I also serve as a trusted resource when clients are navigating new or unfamiliar product features. I take the time to ensure they fully understand the capabilities of the platform and feel supported in using it to its full potential. This role allows me to combine technical problem-solving with strong communication skills, helping clients get lasting value from their investment. My experience working with large, complex organizations has given me a deep understanding of the needs and structures of enterprise customers.

Q: Account Management often involves translating technical insights for non-technical clients. How do you approach that?

I believe data and technology tell a story. My job is to make that story resonate. I use analogies and real-world comparisons to bring abstract concepts to life—for example, I might explain data normalization like organizing a kitchen pantry: everything labeled and in its right place so it's easy to find when you need it. That kind of translation builds trust, and it's a big part of how I help clients feel confident in using the tools and data we give them.

Q: Can you give an example of a time you directly impacted a client's success?

Definitely, one of my favorite projects was working with Shift 110, a fitness startup preparing for their grand opening. They had no existing data infrastructure, so I built it from scratch and used market analysis to help them price memberships strategically. I also advised them to roll out their nutrition service in phases instead of making a big upfront investment, which preserved capital for their opening and marketing. That decision helped them launch smoothly and we increased their clientele by 121%. Being able to guide them through those early stages and see the results was incredibly rewarding.

Q: Have you ever had to work through a tough technical constraint with a client?

Absolutely. At Redlight Redlight Brewery, they wanted to know if events were helping or hurting their revenue, but they only had daily sales totals and wanted everything analyzed in Excel. I had to manually extract and clean the data from their POS system, then match it against event timelines. I found that while foot traffic went up during events, sales skewed toward lower-margin items, which actually reduced profitability. The project taught me a lot about managing expectations, working within constraints, and still delivering meaningful insights.

Q: On a scale of 1-10, how would you rate your skills in SQL and Python? Can you share specific examples of how you've used both in your career?

I would rate my skills in SQL and Python at a 7 out of 10. I use SQL regularly in my role at UKG, especially when working with payroll data. One example involved modifying over 3,500 paychecks to ensure they were recorded in employee history without generating a direct deposit file—an essential safeguard to prevent incorrect payments and potential compliance issues. To complete this, I queried the database using key identifiers, performed inner joins to isolate the relevant records, and used insert, update, and delete operations to reclassify the data appropriately. I also created and dropped tables to support audit reporting and internal documentation. In a previous role at Shift 110, I used Python to manage client information, contract tracking, and renewal schedules. I introduced MySQL as a solution to better organize our data, and then used Python to build and populate the database. This gave the team a more scalable and structured approach to managing key client records and business operations.

Q: How do you balance technical expertise with relationship-building?

For me, they go hand in hand. My technical skills give me the tools to solve problems, but it's the relationship that allows those solutions to stick. I'm constantly learning new tools—like teaching myself Python to work with bigger datasets; but I always come back to this: How does this help the client? Can I explain it in a way that helps them make better decisions? That balance of empathy and problem-solving is what defines my approach.

Q: What do you think sets you apart as a candidate for an Account Manager role?

I bring a unique mix of technical depth, strategic thinking, and a genuine desire to help people succeed. I've worked with massive data sets for multiple Fortune 500 companies, and I've also rolled up my sleeves with startups and small businesses, helping them make sense of their tools and scale smartly. I'm proactive about learning, whether that means picking up a new software platform or figuring out what a client really needs—even when they're not sure how to express it

yet. And above all, I approach every engagement with curiosity, care, and a focus on outcomes.

Examples of companies I have worked with:

- Conam Management
- GDI Integrated Solutions
- Keolis America
- Pacific Clinics
- Sage Hospitality
- Six Flags Entertainment
- The Related Companies
- Tesla Motors
- Taylor Fresh Foods
- Western Dental Services

Notable Projects

Shift 110 Launch Strategy – Combined data analysis and customer engagement to lead a fitness startup to successful opening and expansion.

Event Profitability Study – Redlight Redlight Brewing – Delivered insights that helped the client improve pricing strategy and inventory management.

Green Initiative – Farmers Insurance – Led a company-wide program that enhanced customer perception and internal sustainability.