

**WEARING MULTIPLE HATS
WITHOUT LOSING YOUR
MIND: HOW TO WIN ACROSS
THE CUSTOMER LIFECYCLE**




Raise your hand if your job title
ACCURATELY DESCRIBES EVERYTHING YOU ACTUALLY DO



RYGEN TECHNOLOGIES

HAILEY LANGFORD

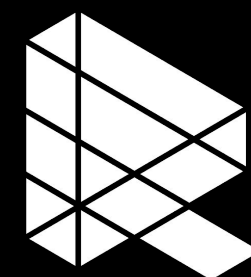
Director of Marketing | Project Manager |
Implementation Manager | Customer Success Architect |
Culture Committee Lead | Sister Company Marketer

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THE BLANK CANVAS

STARTUP SCALES FAST



New product line added



SOMEONE ABSORBS IT

COMPANY ACQUIRES / SPINS OFF



Functions merge or split



SOMEONE HOLDS BOTH WORLDS

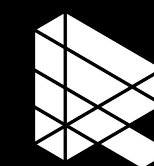
NEW TOOL BUILT IN-HOUSE



Needs marketing, support, process

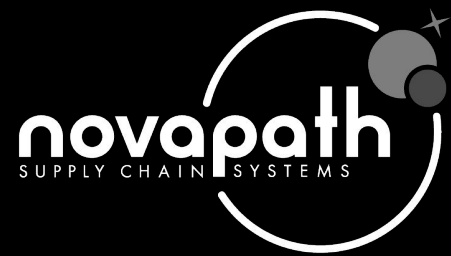


SOMEONE FIGURES IT OUT



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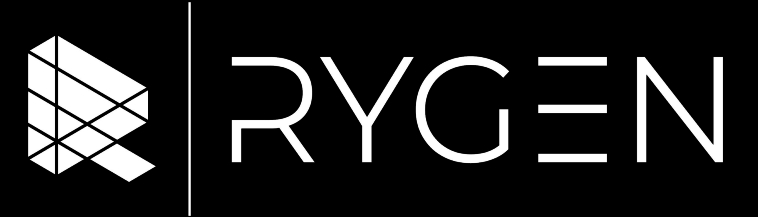
Third-Party
Logistics Company



Transportation
Management System



Integration Platform
as a Service



Modern Supply Chain
Technology



SIX HATS, ONE CALENDAR, WAY TOO MANY COLORS

IMPLEMENTATION MANAGER

Full Client Onboarding |
Bridge: Client <> Dev
Team



CUSTOMER SUCCESS ARCHITECT

Built Process & Post-Go-
Live Framework



PROJECT MANAGER

Internal Initiatives |
Process | Dev Team
Deliverables



NOVAPATH MARKETER

Sister Company
Marketing



MARKETER

Website | Social | PR |
Events | Content | Email |
Sales Enablement



CULTURE COMMITTEE

Employee Engagement |
Event Planning



SIX HATS, ONE CALENDAR, WAY TOO MANY COLORS

	Monday	Tuesday	Wednesday	Thursday	Friday
	15	16	17	18	19
9 AM	+3		+1	+1	
	Integrations stand-up; Microsoft Teams M	Integrations stand-up; Microsoft Teams M	Integrations stand-up; Microsoft Teams M	Marketing Connect Microsoft Teams Meeting; Conference Room Miramar - CF1 hlangford@rygentech.onmicrosoft.com	Integrations stand-up
10 AM		Corsair Deep Dive w/Sylvia Part 1 Microsoft Teams Meeting; Conference Room N hlangford@rygentech.onmicrosoft.com	Rygen Project Visibility Connect Microsoft Teams Meeting; Conference Room N hlangford@rygentech.onmicrosoft.com		
11 AM	Marketing Connect Microsoft Teams Meeting hlangford@rygentech.onmicrosoft.com	Rygen Event Connect Microsoft Teams Meeting; Conference Room N hlangford@rygentech.onmicrosoft.com	Marketing Connect Microsoft Teams Meeting hlangford@rygentech.onmicrosoft.com		Meet with Chris Preston; https://hubspot.z
12 PM	Skyline + RYGEN Chatt with Matt; Microsof		Skyline + Rygen Weekly Exhibit Call; M		
1 PM			U-Haul Rygen Weekly Connect Microsoft Teams Meeting hlangford@rygentech.onmicrosoft.com	Nova Carousel & MTS Sales Pitch Review Microsoft Teams Meeting hlangford@rygentech.onmicrosoft.com	
2 PM	X1 Review w/ Sylvia Microsoft Teams Meeting; Conference Room N hlangford@rygentech.onmicrosoft.com	U-Haul Rygen Singl Microsoft Teams Meeting hlangford@rygentech.onmicrosoft.com	RFP Campaign: Review	Marketing Connect Microsoft Teams Meeting; Conference Room Tyndall - CF2 hlangford@rygentech.onmicrosoft.com	
3 PM		NextLogistix Rygen Connect Microsoft Teams Meeting hlangford@rygentech.onmicrosoft.com	Marketing Connect Microsoft Teams Meeting hlangford@rygentech.onmicrosoft.com	Review Sales Sigma I	
4 PM	U-Haul Rygen Handling Carriers with Missi Microsoft Teams Meeting hlangford@rygentech.onmicrosoft.com	Novapath Project Debrief Microsoft Teams Meeting; Conference Room N hlangford@rygentech.onmicrosoft.com			

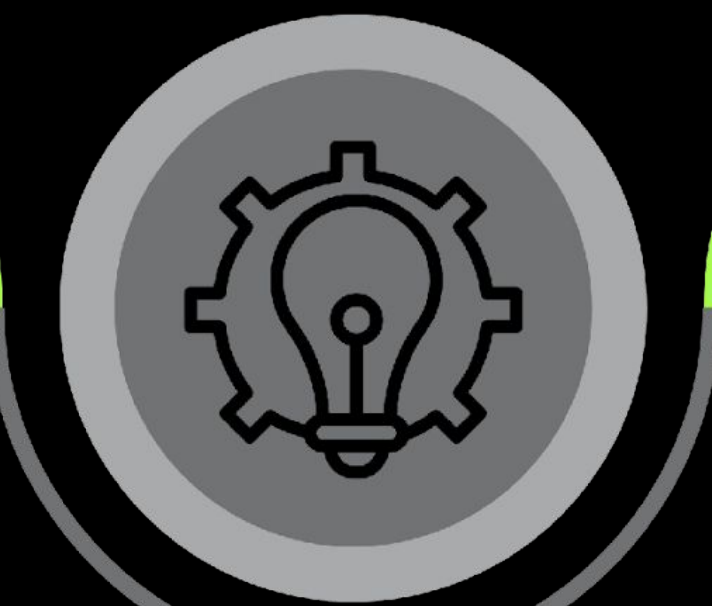
THE STORY THAT PROVES IT ALL

Bridge: Client <> Dev
Team | Onboarding

Co-Branded Marketing
Initiatives

IMPLEMENTATION MANAGER

MARKETER



MARKETER

Pitch Decks | Content
Creation | Pain Points
Known

CUSTOMER SUCCESS

Support Post Go-Live |
Troubleshooting



Wearing multiple hats isn't a liability
**IT'S A SUPERPOWER... WHEN YOU LET
THE HATS INFORM EACH OTHER**

HOW TO NOT LOSE YOUR MIND

NAME THE HATS EXPLICITLY

Every Monday: which version of you needs to show up this week? Name it. Intentional beats scattered.

BUILD THE PROCESS AS YOU GO

Ask: what if someone else needed to do this tomorrow? Document as you work. That's how you eventually hired & mentored your team.

PROTECT ONE HAT AT A TIME

Context switching is expensive. Schedule real blocks to be ONLY the marketer, ONLY the PM. Batch your identity.

NAME YOUR SUPERPOWER OUT LOUD

Stop apologizing for doing too much. Articulate WHY cross-functional view makes you better at every role. Tell your leaders.



You're not scattered, you're the person who holds
THE WHOLE STORY






THANK YOU!!

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HAILEY LANGFORD

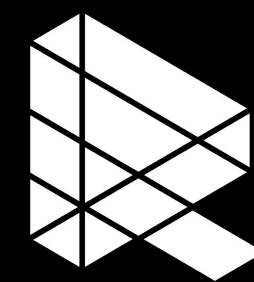
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