Referral guide

how this works co
established 2021

Building may be getting easier, knowing what matters to your customers isn't

I help teams understand why customers buy, stay, or leave, then make better product decisions to improve acquisition, conversion, and retention

Send someone my way if they say something like this:

- "Some people are signing up, but there's not a lot of urgency around what we've built."
- "People seem interested, but they're not buying."
- "Customers give us a try, but don't stick around."
- "We have lots of customer feedback, but don't know what to do next."

What you could say

I know a guy who helps teams figure out why customers buy, stay, or leave, and what to change next. Skipper gets decision-makers into the same customer conversations, then works alongside the team to design and test improvements. He often works on retainer for a few months at a time.

Who's a fit

Companies with a product in market and real customers, even just a few. The team can build and ship, but needs most experienced help deciding what to improve and testing changes.

Who's *NOT* a fit

Teams looking to hand off a brief and wait for a finished deliverable. This is collaborative work, not strictly outsourced execution.

Experience with teams from

Replay · karmascore · Hive5 · TCLi Academy · Shep · sesame · waterpik · ANOVA · FJORD Design and Innovation from Accenture Interactive · thoughtbot · Deloitte. · Google Cloud

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