



KEYLA TOBE, MBA

614.256.0725

Keyla.Tobe@gmail.com

in/KeylaTobe

CUSTOMER SUCCESS & ACCOUNT MANAGEMENT LEADER

15+
Years of
Expertise
Across

- Account Growth & Expansion
- Account Planning
- Client Onboarding & Education
- Cross-Functional Leadership
- Customer Lifecycle Management
- Customer Success & Retention
- HubSpot & Salesforce CRM
- Performance & KPI Analysis
- Quarterly Business Reviews
- Strategic & Key Account Management

PROFESSIONAL EXPERIENCE

Blue & Co.

Columbus, Ohio

SR. MANAGER & COACH, BUSINESS DEVELOPMENT

2024 - 2026

- Drove 43% revenue growth in Q1 2026, significantly exceeding the 15% revenue target
- Coached Directors and Managers on account management and post-sale strategy to drive expansion
- Developed playbooks and tools to standardize account management and BD practices
- Used HubSpot data and win/loss trends to identify performance gaps and improve account strategy
- Partnered with Marketing on targeted campaigns, thought leadership, and go-to-market initiatives

VSP Vision

Columbus, Ohio

BUSINESS DEVELOPMENT MANAGER

2018 - 2024

- Earned the 2023 Team Tenacity Award
- Grew revenue 46% in 2023 by expanding portfolio opportunities and driving product adoption
- Exceeded retention targets for 3 consecutive years after also meeting targets from 2018-2022
- Led data-driven QBRs, turning practice KPIs into recommendations that improved profitability
- Served as advisor to provider accounts on business planning, performance, and growth
- Coordinated account strategy across 10 sales representatives to drive shared client growth

RELATIONSHIP MANAGER, BUSINESS DEVELOPMENT

2014 - 2018

- Managed high-value provider relationships across onboarding, engagement, and performance
- Served as a trusted advisor and regional subject matter expert across diverse provider accounts
- Resolved complex account issues while balancing customer needs and business priorities
- Delivered targeted training to increase provider understanding and adoption of VSP products

PROVIDER RELATIONS SPECIALIST

2009-2014

- Managed provider relationships from enrollment through full account lifecycle and ongoing support
- Developed and delivered webinars and training to prepare new providers for successful participation
- Educated providers on VSP opportunities to increase participation and product adoption

PROVIDER SERVICES ADMINISTRATOR

2008 - 2009

- Managed provider credentialing across 8 states, maintaining accuracy across VSP's provider network
- Processed provider account changes while ensuring network requirements were met

EDUCATION

Master of Business Administration, Franklin University

Columbus, OH

Bachelor of Science, Business Administration, Franklin University

Columbus, OH