

Robert Riopel

Customer Success & Sales Leader | Product · Onboarding · Growth

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Summary

I've spent the last decade balancing roles focused on commercial growth and user experiences. I excel when it comes to building relationships and moving skeptical buyers through complex pipelines. I can translate technical product ideas into plain language for the people who truly need to use them.

At RVezy, I spent five years as the face of the product, onboarding hundreds of customers through cold outreach, live demos, and phone calls.

My background in product design means I can hold my own in technical conversations without pretending to be an engineer. I pick up complex concepts quickly, I'm comfortable building from scratch, and I genuinely love the challenge of earning a customer's trust.

Experience

Product Design & Impact | RVezy | 2021 – Present

In addition to my customer-facing work at RVezy, I transitioned into a product design role over the course of my five year tenure, eventually becoming the sole designer at the company.

- Designed and shipped a pay-in-full pricing experiment that generated \$4M in GMV by end of Q1 2026.
- Led design of a mobile-focused host dashboard that increased engagement by 25% and contributed \$1.5M in GMV.
- Designed host onboarding flows that increased activation by 27%, resulting in an estimated \$3.4M uplift in annual booking revenue.

Customer Success & Roadside Operations | RVezy | 2021 – 2023

- Led and mentored a team of 12 or more student interns each summer, running training, coaching, and feedback cycles. Many went on to other full-time roles where I provided personal recommendations.
- Managed day-to-day customer support, resolving booking disputes, trip issues, and platform questions for hosts and renters across North America.
- Left behind documented processes, trained staff, and improved internal tools before transitioning out, giving the team a much stronger foundation than I inherited.

Host Onboarding & Commercial Growth | RVezy | 2021 – 2024

- Sourced and pursued leads through cold calling, cold emailing, and direct outreach across platforms like Facebook Marketplace, Kijiji, and RV dealership networks across North America.
- Managed host prospects and outreach pipelines through HubSpot, maintaining organized records and consistent follow-up across a high volume of conversations.
- Onboarded hundreds of hosts over the phone and through live product demos, walking prospects through the platform end to end and addressing objections in real time.
- Attended over 20 trade shows, festivals, and sponsored events across North America as the face of RVezy, converting conversations into on-the-spot listings on the show floor.
- Regularly engaged with fleet operators, RV dealerships, and large-scale owners, navigating multi-stakeholder conversations and tailoring pitches to different buyer profiles.

Education

Bachelor of Design | 2013–2017

Advanced Diploma, Graphic Design | 2017–2020

Languages

English (native)

French (native)

German (beginner, actively studying)

Skills

Commercial & Sales

Consultative Selling, Pipeline Management, Outbound Prospecting, Cold Calling & Emailing, Lead Sourcing, HubSpot CRM, Account Onboarding, Stakeholder Navigation, Trade Show & Event Sales

Leadership & Collaboration

Team Leadership, Mentorship & Coaching, Collaboration, Process Documentation, Training & Development

Technology & Product

AI-Enhanced Workflows, Rapid Prototyping, No-Code/Low-Code Development, API Integration, Data-Informed Decision Making