



## Finding Confidence in What We Sell

[IMAGE Caption: **From top left to right:** Lili getting ready for a Night Kayak Tour in San Juan, Puerto Rico; Lil's three sons scuba diving in the Andaman Sea (off the coast of Phuket, Thailand); Lili hiking with her family in the mountains of Reykjavik, Iceland (that's her mom waving); and Lili with her sons in Manhattan Beach, California.



## Lili Emerson

**Sr. Account Manager | Atlanta, GA | Cohesian Since 2019**

**RADIO Value that Resonates Most: Customer Obsession**

What I love about Cohesity, and our product, is that we're relevant to every organization. Data protection is the very last line of defense for customers, and organizations need something to rely on, and we're that.

I know what I'm positioning, it's clear what I'm representing, and that's critical to feeling confident in my role.

## Life Transition Ahead: Being a Grandmother!?

It was very exciting when I recently found out that my oldest son is expecting a baby girl, but honestly, it's still unbelievable to say aloud that I'm going to be a grandmother! I grew up as the youngest of four children and am the only girl in my family. Plus, I married into a family of three boys, I have three boys, and work in an industry surrounded by men. And so, welcoming a little girl will be extra special for me.

## Travel is My Recharge Mechanism

Cohesity has a high-performance culture, and although I'm the type of person that thrives in a fast-paced environment, I also need time to unwind. For me, travel is how I recharge. Visiting the world helps bring normalcy; there's something about meeting new people and seeing new places that brings purpose to my life. At least a couple of times per year, my family and I take adventurous trips. We've been to some amazing places like Reykjavik, Iceland, and San Juan, Puerto Rico, but one of the most memorable trips was to Thailand. We're a scuba diving family, and the Andaman Sea, off the coast of Phuket, Thailand, was just phenomenal. Fun fact: My "husband" and I recently returned from our club trip in Costa Rica, and we went on a scuba diving trip with our CMO Lynn Lucas; Lynn's husband is a professional underwater photographer, and [he took some incredible pictures!](#)

## Customer Obsession Requires Employee Connections

Part of my success here results from living out our RADIO value: Customer Obsession. I stay engaged with all my customers and constantly educate them on how our ever-advancing technology can solve real business challenges for them. Not only does this help me gain and retain business, but it makes me feel proud about what I do here. I get the pleasure, too, of seeing our product bring real results to our customers. Still, I also want to make this point: To truly be customer obsessed, you must develop excellent relationships with all of our teams at Cohesity. Over the last four years, much of my success has come through developing relationships with a number of Cohesians across all departments. These employee connections have helped me learn how

to be self-sufficient and navigate our systems to locate information and resources. It has also helped me surround myself with a network of colleagues who can assist me on any number of items. We have a very talented team, and everyone shares a common goal: to win!

[ *Block Quote*: "We look for our vendors to be partners, and that's something Cohesity does very well. Lili and her role with our team, and how everyone at Cohesity has managed our account, is top-notch. Others can definitely learn from you all." - Jennifer Weaver, CIO of Blue Cross Blue Shield, Tennessee ]

### **Gaining Trust with Customers**

At our [December Q2 Company All-Hands](#), I was honored to be recognized by Sanjay for working to secure a large deal with Blue Cross Blue Shield (BCBS). I have since been asked, *Lili: How did you win that deal?* First, it was a team effort; we have a full bench of amazing talent at Cohesity and some of the best resources in the industry. But at the end of the day, I think we are most successful when we build trust between ourselves and our customers; we build trust by being present. In the majority of accounts I cover, I am an extension of my customer's team. They feel comfortable speaking with me, and they know I will always have their back as challenges arise. I also constantly bring resources to help train and develop their people—to ensure they're leveraging our technology in the most effective way possible. That's how you build a partnership. It's one thing to close a deal, and we have amazing salespeople all over the world, but what really makes us successful is developing and maintaining those deeper relationships with our customers and truly understanding their unique environments.

### **Advice for New(er) Cohesians: Don't Be a Lone Wolf**

It's easy to feel lost or lonely in this work-from-home world, but remember: you're not alone. We are surrounded by super knowledgeable (and approachable) people. Find at least one Cohesian who can help guide or answer questions for you. Build relationships with your colleagues. Look for a mentor. Sometimes in a high-performance environment like ours, newer employees may be reluctant to ask questions or reach out to a colleague for help or guidance. As cliché as it sounds, there's no such thing as a stupid question. If you're struggling with a particular item, most likely other Cohesians are as well—or have at one time.

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Lili was also recently featured on our Career website in the blog, [Finding Confidence in What You Sell](#). Check it out to learn about her road to sales, being a woman in a male-dominated industry, and what she loves most about the culture of her team.