Working with Mason Earl

Founding CSM | Customer Success Manager at Edgevanta

My Role

I own customer success.

As Founding CSM at Edgevanta, I own onboarding, support, and the feedback loops that make our product better. That means ensuring customers get value fast, staying responsive when things go sideways, and translating real-world usage into clear product insights. The customers are the real boss — if they win, we win.

I come from 8 years in the construction industry with a background in estimating and project management. I love technology and believe it's one of the greatest levers we have to multiply output and create real value.

Working Style

In a few words: Collaborative, accountability-driven, ownership-oriented, optimizer

I do my best work with a **common mission** where everyone knows their role and holds each other accountable. I love getting into the weeds on projects — diving into specific issues and finding the best way to tackle them. I'm an optimizer by nature, always looking for better ways to do things, though I remind myself that **output is the real metric**. Optimization matters, but completions and customer satisfaction matter more.

I embrace failure as a teacher. Mistakes aren't fun, but they're how we learn. I'm willing to give and receive constructive feedback — that's how we grow.

> *"If something is important, there should be more than one pair of eyes on it."*

Working Hours

Schedule	Monday–Friday, 7:00am–7:00pm MT
Chronotype	Morning type, but nothing extreme — most productive in the morning and still flexible when needed
Flexibility	Very flexible; happy to work 60-80 hours/week on things I'm passionate about

Always reachable: Outside of scheduled hours, I'm always available by phone — text or call. Whether it's urgent or you just want to talk, don't hesitate to reach out.

Time allocation: ~60% focused work (projects, skills, learning) / ~40% customer meetings, feedback, and people — this balance is something I'm actively working toward as my role matures.

Availability & Interruptions

Default: Open door policy | **Exception:** Tight deadlines requiring deep focus

Interruptions: Welcome if they contain valuable information that impacts the project. Getting into flow state matters, but so does collaboration.

Not productive: Hours spent in fruitless conversations. I'd rather spend time on strategic collaboration or skill-building.

Communication

Quickest way to reach me	Text or phone call
For details/documents	Email (response time is improving — getting faster)
Urgent	Call first, follow up with details
With team	Text for small stuff, in-person for important things

I'm very responsive on my phone. I'm open to using Teams or other tools if that works better for you — just let me know.

Tools & Preferences

Hardware	Mac and Apple products preferred
Ecosystem	Can get comfortable in any ecosystem — prefer Google and Apple
Flexibility	Happy to work in whatever system the team uses

Strengths

- **Technical depth** — I manage the technical components of projects well and think from first principles
- **Focus** — When I'm interested in something, I dive in with extreme focus
- **Fast learner** — I pick up new skills quickly
- **Problem-solver** — I'm good at diving into problems and tackling them head-on
- **Execution** — I get things done
- **Modern tools** — I leverage AI, automation, and software development (like Cursor) to multiply my output
- **Loyalty** — I'm genuinely loyal to people who care about the mission and the team
- **Optimism** — I see problems as opportunities waiting to be solved
- **Determination** — I stick with tasks until they're resolved
- **Willing to dive into hard stuff** — I don't shy away from complexity

Growth Areas

- **Teaching** — I could be better at teaching skills I'm good at to others
- **Emotional investment** — I sometimes get too invested in projects and need to keep emotion in check
- **Big picture** — I can get too in the weeds and miss the forest for the trees
- **Overcommitting** — I've historically overbooked my schedule (getting better at this)
- **Ownership dependency** — I put less effort into tasks I don't feel ownership of
- **Variety seeking** — I can get bored focusing on just one project, even when that's what's needed
- **People problems** — I recognize this is part of leadership, but it's not my favorite
- **Self-patience** — I can get impatient and frustrated with myself when things don't go as expected
- **Autodesk tools** — I could learn more of the Autodesk suite (Revit, Navisworks, etc.) that's useful in construction

What Frustrates Me

- People not carrying their weight
- Watching others carry someone else's load
- Decisions made without data — I prefer analytical over gut feel
- Talk without action ("say as I say, not as I do")
- Not learning and growing
- Handling things alone
- No mutual accountability on the team
- No vision or plan for the future
- Empty promises and broken commitments
- Lack of follow-through

What Earns My Trust

- **Competence** — Help me tackle a hard problem, teach me something, prove your value through action
- **Mutual learning** — We can learn from each other through speaking openly
- **Loyalty** — Look out for me, don't talk behind my back, bring problems to me directly
- **Character** — Competent, kind, and has a sense of humor
- **Action** — Lead through doing, not just talking

Decision-Making

- **Data-driven** — I gather historical data, look at previous projects, and collaborate before deciding
- **Multiple perspectives** — I scrutinize big decisions and seek input on tricky problems
- **Bias toward speed** — I like to move fast, sometimes faster than ideal
- **Risk tolerance** — I factor in the time equation and I'm willing to take calculated risks to grow

When to Come to Me vs. Handle It Yourself

Come to me when:

- There's a deadline involving me
- It touches a project I own or am leading
- My involvement would speed things up
- You want to learn something together
- You need help automating something or want technical / AI help

Don't:

- Go around me on projects I'm heading
- Leave me out of the loop on things I have ownership of
- Stray from team decisions without further discussion

I love helping when it increases speed and gives me an opportunity to teach.

What Motivates Me

- Seeing customers win and make more money
- Adding real value to people — knowing my work made a difference
- Growth and winning
- Learning environments
- Accomplishing things, making things happen
- Seeing things come together
- Solving complex problems
- Being productive — knocking out the task list

What Drains Me

- Stressing about things outside my control
- Losing, feeling stuck
- No ownership or direction
- Work that doesn't feel meaningful
- Putting in way more effort than others
- Not getting credit or recognition
- Unproductive or off-target feedback
- Decisions made without data
- Not connecting or collaborating with teammates
- No accountability or buy-in to the mission — when someone is rowing the wrong direction and not being held accountable

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