
CUSTOMER SUCCESS EXECUTIVE

Results-driven, engaging customer experience leader skilled at designing and executing initiatives and programs to align company needs for growth and global expansion. Builds strong customer relationships and strives to enhance technology product development with customer needs in mind. Measures success with customers by defining operational metrics, with an eye toward continuous improvement for better effectiveness.

Develops and cultivates relationships at all levels, both internally and externally, creating momentum through collaborative insight to ensure long-term success and adoption. Actively mentors and supports team members in performance management, career development, situational leadership, and reward structure.

Customer Success Strategy	SaaS Sales Lifecycle	Solution Implementation
Strategic Planning & Forecasting	Key Account Management & Growth	Data & Analytics
Cross-Functional Team Leadership	Business Relationship Development	Coaching & Mentoring

LEADERSHIP STRENGTHS

- Proven success in developing strategy to maximize and exceed revenue goals for high-growth technology companies.
- Builds, leads, and mentors team members through every stage of their career for a company, including hiring, onboarding, performance management, and career development.
- Coaches teams to resolve complex issues, proactively uncover new business opportunities, and provide consistent exceptional service.
- Able to quickly master new concepts and complex technologies with minimal training.

EXPERIENCE

CentralSquare Technologies | Head of Customer Transformation | 2020 - 2021 | Lake Mary, FL

Led a C-Suite-sponsored, company-wide transformation initiative to foster a more customer-centric culture. Drove change across development, support, professional services, and customer success. Built or strengthened disparate systems and processes to positively change customer perceptions and bring efficiency to processes and procedures.

- Company showed a 15% improvement in customer retention and a 20% improvement in the NPS score.
- Improved number of referenceable customers by 25%.
- Improved the renewal rate from 93% to 98%.
- Built a two-year roadmap to improve NPS and Customer Experiences significantly.
- Established key metrics and created executive dashboards to track and monitor critical KPIs.
- Created process from scratch to provide customers with defect resolutions timeframes.
- Built a strategic customer program to ensure that they received priority service from development, support, and customer success.

PowWow Mobile | Vice President of Customer Success | 2016 - 2019 | San Francisco, CA

Hired as one of this company's first executives to design and deliver intelligent omnichannel experiences. Built, recruited, and led a high-performing 20-member Customer Success team, including offshore employees, tasked with maintaining a 90% retention rate and producing 200% account growth. Key accounts acquired include JPMorgan Chase, Wells Fargo, Delta, Fannie Mae, and British Petroleum.

- Led the team to aggressively pursue production targets, growing the customer base by 400% and annual revenue by 140%+ YoY while achieving a 94% retention/renewal rate.

PowWow Mobile, continued

- Designed and launched a services offering called App Factory. Created a strategic services partnership with an offshore service provider to quickly scale services to meet customer needs, provide flexible staffing, and reduce services costs. Sales of App Factory increased company's profit margin by 40%.
- Created all account management engagement processes, including the development of Customer Success Plans and Executive Quarterly Business Reviews.
- Built services engagement processes from scratch, including scoping and project management methodologies.

Bromium | Vice President of Customer Success | 2015 - 2016 | *Cupertino, CA*

Guided and mentored a 15-member team for the provider of an advanced malware protection system (virtualization-based security). In charge of expanding the number of deployed endpoint licenses and maintaining a high retention/contract renewal rate.

- Increased land-and-expand opportunities by 300% and the number of deployed endpoints by 150%.
- Elevated customer satisfaction by implementing enhanced delivery processes that reduced time to value by 50%.
- Created the strategy and defined process for a better services engagement model to scale as customer needs evolve.
- Uncovered and won new business opportunities with Wells Fargo, Exxon, Publix, and Oppenheimer.

BMC Software | Senior Director, Global Services Center of Excellence | 2012 - 2014 | *Santa Clara, CA*

Conceptualized and implemented go-to-market strategies for multiple services products at this leading provider of IT management services. Direct leadership of 5-person team responsible for increasing annual revenue through exceptional service delivery.

- Grew sales of the MyIT services by 300% and overall average deal size by 15% via the creation of standardized offerings, such as architectures, demo scripts, proof-of-concept guidelines, deployment best practices, and implementation offerings.
- Increased the percentage of revenue from standardized services by 10%+ by creating a simplified and well-defined sales cycle management process.
- Collaborated with teams on optimizing go-to-market process for Remedy Services.
- Also served as Senior Director of Strategic Alliances (2011 - 2012), developing ecosystem partnerships that provided a competitive advantage and drove incremental revenue.

InterVision | Vice President of Customer Services and Operations | 2006 - 2011 | *Santa Clara, CA*

Oversaw concurrent strategy development and execution, business development, customer service, and IT operations for this value-added reseller of IT services and equipment. Led a 20-person, cross-functional team.

- Increased annual revenue from \$63M to \$110M (+74.6%) in four years by enhancing account coverage and training the team to proactively uncover upsell/cross-sell opportunities.

OTHER EXPERIENCE

XenSource | Vice President of Customer Services and Operations

Tasked with creating post-sales organization, including support, services, education/training, and customer success. Established a global services group, with offices in India and Palo Alto, to provide 24x7 support for XenSource customers.

Marimba | Vice President of Customer Services

Hired at this company at its initial pre-revenue stage, leading through a successful IPO and subsequent acquisition. Lead Customer Services organization, including pre-sales, services, support, education, and customer success. Instrumental in the growth of annual sales to +\$50M, and responsible for +\$16M in services and support revenue.

EDUCATION

California Polytechnic University, San Luis Obispo, CA: Bachelor of Science in Mechanical Engineering