Client Name

Customer Success & Go to Market Strategy Director

Strategic and results-oriented professional with extensive experience in designing and executing market entry and expansion strategies for high-growth organizations to drive product launches, market penetration, and revenue growth in competitive landscapes. Skilled in leveraging data to recommend services/products and empowering customers with synthesized data-driven insights to ensure customer success and growth. Recognized for mentoring startups and managing large teams for people development and operational efficiency. Renowned for achieving significant increases in cloud engagements and sales, and driving enterprise cloud transformation. Instrumental in enhancing operational excellence through execution of strategic initiatives for process optimization. Adept at liaising with cross-functional teams to advocate for customers and improve overall customer experience.

Areas of Expertise

- Renewals IT & Cloud Strategy
- Business Transformation
- SaaS & Cloud Analytics
- Go to Market Strategy
- Artificial Intelligence
- Customer Relationship Management
- Data Science & Analytics
- Program Development
- Team Leadership/Building
- Problem Resolution
- Product Adoption
- Strategic Planning

Professional Experience

WinDifferent, Remote — 2023 – Present
Vice President, Partner Success

Lead and supervise all customer-facing business units and partnerships, including customer success, sales success, campaign performance, customer-led product innovation, and global operations. Serve as Chief Customer Officer (CCO) to oversee global team of 65+ full-time employees (FTEs).

- Implemented customer and partner success team, specializing in Go-To-Market (GTM) strategy, product adoption, and value generation.
- Mentored numerous startups through sales success service programs to provide guidance on CRM best practices/sales strategies, such as defining Ideal Customer Profiles and optimizing meeting preparation and messaging, as well as developing effective outbound marketing plans.
- Spearheaded product innovation with focus on customer needs, incorporating new machine learning applications to enhance marketing performance, resulting in a twofold increase in revenue attribution and higher customer satisfaction.

Oracle, Remote — 2019 – 2023
GTM Service Cloud Leader & Regional Director, Software Investment Advisory (SIA)

Promoted to position of global operational director for customer success excellence to lead and oversee various operational aspects. Collaborated with internal teams to develop and establish strategies, methodologies, deliverables, tools, KPIs, and conducted enablement and training. Managed execution of initiatives for North America, including implementing cloud transformation services, FinOps management, and adoption of industry-specific sales strategies. Provided direct management and oversight to a team of 7 full-time employees in the US, while also serving as the quality/process manager for a team of 13 employees in Romania. Directed strategy and training initiatives for the global organization, encompassing 130+ members.

- Developed and mentored highly effective team of senior managers and directors, resulting in outstanding deliverable design and flawless execution.
- Exceeded Key Performance Indicators (KPIs) and led the team to exceed customer expansion goals by 121%, increasing renewals from 24% to 60% in the big deal space.
- Achieved an impressive 222% increase in cloud engagements and sales, with the highest cloud sales attachment rate globally at 56%.
- Received highest internal reference globally for long-term, meaningful customer engagement through creative presentations, educational services, outstanding outcomes, and consistent performance to drive enterprise cloud transformation.

Oracle, Redwood City, CA — 2016 – 2019
Global Service GTM Director, Software Investment Advisory (SIA)

Pioneered the establishment as employee #1 in Oracle startup to subsequently turn historically low customer satisfaction into a flourishing customer advocacy and success business, earning recognition for the best service strategy. Orchestrated go-to-market (GTM) activities and operations while serving as a quality/process manager for team of 13 in Romania and 4 in India. Spearheaded strategy and training initiatives for 135-person, globally-distributed customer-facing organization.

- Developed new customer success, cloud transformation, and customer advocacy sales service line, entailing the development of goals, strategy, quarterly planning, processes, cross-functional integration, training, deliverables, and launch of a 135-person / $1.5B line of business (LOB).
- Conducted field training sessions to equip the new team with the necessary skills to effectively communicate and sell a portfolio of offerings to top customers to address customer challenges, advocate for customers to drive cloud growth, increase renewals, and reduce churn.
- Specialized in leveraging data to recommend services/products and guided team in empowering customers with synthesized data-driven insights to inform decision-making, anticipate future needs, reduce time to value, and support cloud sales.
- Developed monetization model and KPIs, obtained buy-in from sales leadership, secured legal approvals, and oversaw the management of reporting processes.

Deloitte and Touche LLP, San Jose, CA   2011 – 2016
Manager, Extended Enterprise Risk

Managed and directed the pipeline management of the Extended Enterprise Risk product line, overseeing profitability reporting, revenue analysis, utilization tracking, and GTM activities for a $350M Line of Business (LOB). Conducted M&A assessments and implemented new systems to support the organization in a challenging and fast-paced environment, while fostering a highly collaborative working culture. Supervised a team of 30+ professionals located in the US, as well as 10+ team members based in India.

- Revolutionized data analytics strategy and led advanced mathematical modeling engagements to help clients gain insights into their revenue at risk, as well as used the information to provide recommendations for remediation strategies, identify industry trends, and suggest product bundling strategies.
- Identified and ranked target customers for revenue generation activities.
- Provided professional development counseling, coaching, and mentoring to individuals, focusing on their unique strengths.
- Achieved the highest number of consultants performing at the top 2% level among all Deloitte managers.
- Managed comprehensive investigations into various areas including patent royalties, proprietary data usage, proprietary code/IP, software usage, cloud hosting, implementation/manufacturing, ISV, and OEM resellers, as well as provided recommendations for channel-risk remediation based on the findings.

Additional Experience

Associate, Economic Valuation Services & Contract Consulting, KPMG

Education

Master of Science in Applied Economics and Finance | University of California, Santa Cruz

Bachelor of Arts in Business Management Economics (Honors) | University of California, Santa Cruz

Technical Proficiencies

Alteryx | Tableau | SPSS | A/B Testing | Time Series Forecasting | Segmentation and Clustering | Logistic Regression | Forest Models | Boosted Models | Decision Tree Models | Linear Regression

Oracle: Operations GTM | Customer Success | Business Value Sales | Cloud Mobility & Cloud Financial Services | Analytics

IBM: Partner Success and Royalty Assurance | Channel Success & Governance | Global Advanced Data Science – Predicting

Software Over and Under Usage | Reporting & Tools

VMware: Customer Success | Operations | Analytics | Channel Restructuring

HP: Partner Success | Royalty Assurance and Lawsuit Prevention

VeriSign: Global Advanced Data Science – Predicting Software Over and Under Usage

Stanford | Sony | Dolby | VeriSign | and HP: IP Protection | Lawsuit Prevention/Settlement Dispute

Licenses & Certifications

Project Management Professional (PMP), Project Management Institute (PMI)

FinOps Practitioner, FinOps Foundation

Predictive Analytics Certificate, Udacity