Steve S. (Ba. Eng)

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Summary

Dynamic and results-driven Product+Customer Success Leader with a robust seven-year track record in the fast-paced SaaS industry, specializing in complex AVoverIP products built on CentOS, IoT, and Cloud solutions. Proven history of making impactful contributions, from scaling a startup (Userful) through critical funding stages to delivering sophisticated products for high-profile sectors. Thrives in customer-facing roles, leading Voice of Customer programs, leveraging a solid foundation in product management to drive innovation and growth. Holds a unique combination of technical acumen (Software Development degree, Google Cloud Architect) and communication expertise (English Literature degree, Google Workspace Administrator), underpinned by a commitment to continuous learning.

Work Experience

Head of Customer Success (Support, Sales Eng, Tech Pubs) | Userful | 08/21 - 04/23

- **Strategic Leadership:** As a direct report to the CEO, I led cross-functional teams to deliver hybrid and cloud-based solutions globally, executing strategic and operational plans that resulted in significant company expansion and product innovation. Tasked by the CEO to prioritize a company culture shift to customer-centricity in 2021; shaping the future of the business. 125%+ NRR 2022-2023 was on track to 130% NRR.
- **Product-Led Growth:** Designed and Implemented a product-led growth strategy with other executives and developed a Go-To-Market FIT model, utilizing machine learning models to enhance customer value, satisfaction and retention. Our new GTM model reduced customer onboarding time by over 60%, reduced post-deployment support tickets by 85%, and maintained same-day resolutions for Enterprise Support Customers (Ex, McDonald's Global), demonstrating our commitment to efficiency and customer service excellence.
  Customer Engagement: Redefined the Customer Success Strategic plan, integrating advanced AI to improve customer engagement and sales forecasting accuracy, contributing to a 31% average increase in customer lifetime value. Praised for proactive engagement with all customers, significantly reducing support calls and negative survey feedback. CSAT rose to 9/10 from 7/10, while NPS displayed a much larger number of Promoters.
  Product Ownership: Conceptualized and managed a cloud-only product line, generating $2.5M ARR and overseeing its continual growth. As Product Owner for McDonald's Global, I successfully deployed and managed over 13,000 endpoints across five countries with a customized version of our core product.
- **Operational Excellence:** Streamlined post-sale operations by integrating an internal GenAI ChatBot to support my teams of Support Engineers, Sales Engineers and Technical Writers. From proof-reading to having FAQs on-demand and Network Architecture diagrams prefilled - I empowered my teams to free up administrative time to spend more time with our Customers and Partners.
- **Innovation and Impact:** Launched three recurring Support products, creating an additional $500k ARR in new subscriptions. My efforts utilizing machine learning for data visualization of KPIs and OKRs fostered a culture of continuous improvement and data-driven decision-making.

Director, Customer Success | Userful | 2018 - 2021

As a senior leader in customer success, I led and delivered several complex and high-value projects for government, military, and enterprise customers using IoT, cloud, and data technologies. I guided and coached diverse teams of Support Engineers, Sales Engineers, and Technical Writers, facilitating cross-functional collaboration with Product Management, Engineering, Marketing and Sales.

- **Innovative Leadership:** Spearheaded delivering high-value projects for key sectors, including government, military, and enterprise, utilizing cutting-edge IoT, cloud, and data technologies. My strategic guidance of diverse teams across Support, Sales Engineering, and Technical Writing facilitated seamless cross-functional collaboration and contributed to our reputation as a leader in customer success.
- **Global Expansion:** Successfully launched and expanded the first Global Customer Success office, growing the team from 12 to 40 members and establishing a presence from Taiwan to Texas, which was instrumental in our international market penetration.
- **Product Development:** Took the initiative to develop and release an AWS Cloud-only product ahead of market trends, demonstrating foresight in anticipating a global supply chain disruption. This move positioned us as a resilient and innovative player in the market.
- **Customer Experience:** Established the 'Customer Zero' Division, pivotal in reducing post-release support tickets by 80% and elevating our Customer Satisfaction Score (CSAT).
- **Operational Efficiency:** Implemented a new R.A.C.I Model for Global Sales Engineering teams, which drastically cut down deployment and implementation times by up to 60%, significantly enhancing our operational agility.
- **Technical Solutions:** Contributed to product development by introducing a 'System Health Dashboard', which reduced support calls and improved customer satisfaction and retention rates, showcasing our proactive approach, and truly listening to our customers.
- **24/7 Support:** Strategically planned and launched our first-ever Global Technical Support, offering 24/7 assistance and creating new ARR products, transforming our support services into a profit center. 24/7 Support was also the #1 Customer request on all feedback channels and internal, customer-facing teams.
- **Community Engagement:** Released the first Technical Support Portal and Community Forums, achieving exceptional customer feedback with a perfect score, showing our customer communication and engagement excellence.

Manager, Customer Success; Full Stack Developer | Userful | 2017 - 2018

- **Strategic Development:** Elevated the customer success department by devising and implementing a strategic model that scaled globally, enhancing customer engagement and support capabilities.
- **Leadership Transition:** Seamlessly transitioned from a Full Stack Developer role to Manager, leveraging technical expertise to lead the migration to new ERP platforms, which improved vital customer satisfaction metrics and operational efficiency.
- **Innovation in Collaboration:** Championed the adoption of Google Workspace and virtual phone systems, modernizing communication and project collaboration tools, which resulted in a marked increase in team productivity and customer interaction.
- **Team Management:** Directed a multifaceted team of 12, including Tech Support, Technical Writers, and ERP Developers, focusing on professional development, performance optimization, and high-quality service delivery.

- **Data-Driven Decisions:** Utilized customer data analysis to inform product enhancements and identify revenue growth opportunities through upselling and cross-selling, contributing to a 50% increase in expansion revenue and a 25% rise in total contract value.
- **Cross-functional Collaboration:** Fostered strong relationships with Product Management, Sales, and Marketing teams, providing valuable customer insights that informed product development and go-to-market strategies.

Full-Stack Software Developer | Userful | 2017 - 2019

- Developed and launched innovative full-stack web applications, significantly enhancing the product portfolio and user experience.
- Played a key role in a product launch that achieved $1M ARR in its first year, demonstrating strong market fit and customer demand.
- Contributed to continuous improvement processes, maintaining high standards of quality and performance post-promotion.

Past Experience
Internship: Full-Stack Software Developer | Userful Corporation 2017 – 2017
8+ Years in Sales and Business Development, 5 in the Energy / Oil and Gas Industry.

Education and Certification

English Major, Communications Minor (2011)
University of New Brunswick, Canada

Google Cloud Architect Certification
Google Workspace Admin Certification
Generative AI Certification

Object-Oriented Software Developer (2017)
Southern Alberta Institute of Technology
Calgary, Canada

Office 365 Admin Certification
Google Project Management Certification

Professional Skills

- Pioneered the Global Customer Office, scaling team expertise and leadership.
- Launched and scaled three SaaS products, including a white-label cloud solution.
- Authored an AI-driven knowledge base with extensive technical content.
- Skilled in public speaking and simplifying complex technical information.
- Extensive sales and business development experience, particularly in tech industries.
- Established high standards for documentation and strategic planning.
- Certifications: Google Cloud Architect, project management, and GenAI, with expertise in key programming languages and tools.
- Instrumental in scaling a startup from Seed to Series B, ensuring high revenue retention and product adoption.
- Led global training initiatives, producing a wide array of technical resources. Personally developed/wrote more than 60% of the content on https://docs.userful.com