

Ahmed Ismael

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Summary

Results-driven Customer Success Leader with 10+ years of experience in SaaS, specializing in enterprise client onboarding, retention, revenue growth, and product adoption. Proven ability to reduce churn by 18%, boost NPS to 93, and drive 20% YoY revenue expansion through data-driven strategies, onboarding, cross-functional collaboration, and AI-powered automation. Bilingual Arabic and English with a strong technical background in integrations, analytics, and Agile methodologies.

Key Achievements

- Reduced churn by 18% across roles through proactive lifecycle engagement
 - Drove 20% YoY revenue growth via strategic upsell and cross-sell
 - Achieved NPS scores of 93 - 96%, among top SaaS benchmarks
 - Enabled 95% product adoption within 15 days via structured onboarding
 - Cut resolution time by 30% through collaboration with engineering and CS tooling
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Experience

Customer Success Manager

Quintype Technologies, Dubai, UAE | October 2022 – Present

- Spearheaded enterprise onboarding, achieving 95% product adoption within 15 days through tailored training and success roadmaps.
- Accelerated client expansion by cross-selling analytics modules and enabling tiered feature adoption, resulting in 20% YoY revenue growth.
- Increased retention by 32% and engagement by 38% through Customer Value Management (CVM) strategies and goal-aligned QBRs.
- Boosted NPS to 93 (+15 points) through targeted engagement and proactive feedback resolution.
- Reduced churn by 18% by mapping customer journeys, identifying friction points, and streamlining support processes.
- Acted as primary liaison between enterprise clients and Product/Engineering, reducing bug resolution time by 30% and resolving critical issues across data pipelines, configurations, and CMS workflows.
- Collaborated on feature prioritization (e.g., headless CMS, integrations), resulting in a 22% increase in product adoption and improved long-term retention.

Customer Success Manager (with CX ownership)

Narrative (Formerly Effective Measure), Dubai, UAE | October 2015 – August 2022

- Designed and implemented a comprehensive onboarding program, improving product engagement by 40% and achieving 85% retention in the first year.
- Reduced churn by 18% through customer journey mapping, pain point analysis, and support process optimization.

- Mentored and scaled customer support operations, reducing average first reply time by 75% (from 24 to 6 hours) and increasing NPS from 81% to 96%.
- Championed CS tooling enhancements, launching Zendesk and Helpscout workflows and optimizing reporting via Metabase and custom dashboards.
- Collaborated with Product and Engineering to define and prioritize 200+ Jira user stories based on client feedback and analytics, reducing backlog by 25%.
- Led redesign of demographic surveys across 850+ MENA websites, increasing completion rates from 60% to 95%, enhancing customer data accuracy.
- Played a key role during company acquisition, ensuring service continuity, client trust, and smooth internal knowledge transfer via structured transition planning.

Customer and Technical Support Team Lead

Aramex, Dubai, UAE | October 2009 – September 2015

- Led a 30-member support team, maintaining 96% SLA adherence and resolving complex IT issues to boost customer satisfaction by 25%.
 - Reduced escalations by 30% through process improvements and quality reviews, improving overall team performance by 20%.
 - Streamlined technical support workflows, reducing resolution time and minimizing service downtime.
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Certifications

AI for Managers (Microsoft) | Agile Project Management – PMP (Atlassian) | Advanced Data Analysis (OpenAI)
Customer Journey Mapping (LinkedIn) | Client Management (Google) | Root Cause Analysis (PMI) | Agile & Scrum (IBM) | Data-Driven Planning (The Trade Desk)

Education

Bachelor of Computer Science
El Shrouk Academy, Cairo, Egypt | May 2007

Core Competencies

- Customer Success and Retention: Churn reduction (18%), NPS improvement (93), CVM frameworks
 - Client Health and Engagement: Health scoring, risk mitigation, QBRs, journey mapping
 - Revenue and Growth: Upsell/Cross-sell, 20% YoY growth, 95% renewal, tiered adoption
 - Product and Tech Strategy: CMS integration, backlog grooming, Agile, MVPs, prototyping
 - Data and Insights: Reporting, automation, lifecycle analytics, stakeholder communication
 - Tools: Gainsight, SmartKarrot, Jira, Confluence, GitHub, Salesforce, HubSpot, Zendesk, SQL, Python, Intercom, HelpScout, Zoho, Metabase, Asana, Trello, Google Analytics, Looker Studio, Power BI.
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Languages

- Arabic: Native
- English: Professional fluency