

Ahmed Ismael

Mobile: +971 56 664 9942 | Email: a.ismael@hotmail.co.uk | LinkedIn: [linkedin.com/in/ismaelahmed](https://www.linkedin.com/in/ismaelahmed) | Dubai, UAE

Summary

Result-driven Technical Account Manager and Customer Success Leader with 10+ years of SaaS experience across MENA, delivering measurable impact for enterprise and mid-market clients. Proven track record of reducing churn by 18%, increasing NPS to 93, and driving 20% YoY revenue growth through strategic onboarding, data-driven planning, and impactful QBRs. Skilled in customer journey mapping, health score management, and leading cross-functional initiatives across Product, Engineering, Sales, Support, and Marketing.

Passionate about leveraging AI and automation to enhance customer experiences, streamline technical operations, and enable scalable success across product and business functions. Bilingual in Arabic (native) and English (professional fluency), with a strong focus on customer advocacy, integration support, and delivering long-term value.

Experience

Technical Account Manager (Customer Success)

Quintype Technologies, Dubai, UAE | October 2022 – Present

- Led end-to-end onboarding and enablement for enterprise clients, achieving 95% product adoption within 15 days through customized training and success plans.
- Partnered with presales teams to design solution architectures for enterprise clients, ensuring technical alignment with business needs and accelerating deal closures.
- Acted as primary liaison between customers and Engineering teams to troubleshoot integrations, configurations, and data pipeline issues, reducing resolution time by 30%.
- Increased retention by 32% and engagement by 38% by implementing CVM strategies and Quarterly Business Reviews (QBRs) aligned with client goals.
- Drove client growth through expansion initiatives (e.g., tiered feature adoption, cross-selling analytics modules), contributing to 20% YoY revenue increase from existing accounts.
- Reduced churn by 18% by mapping customer journeys, analyzing pain points, and streamlining support processes.
- Boosted NPS to 93% (+15 points) through targeted engagement strategies and timely feedback resolution.
- Collaborated with Engineering to prioritize customer-requested features (e.g., headless CMS enhancements, API integrations), driving 22% product adoption increase and improved retention.

Customer Success and Experience Manager

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

- Designed and implemented a comprehensive onboarding program, improving product engagement by 40% and securing 85% retention in year one.
- Reduced churn by 18% by mapping customer journeys, identifying pain points, and streamlining support processes.
- Mentored support teams, reducing average reply time by 75% (from 24 to 6 hours) and raising NPS from 81% to 96%.
- Collaborated with Product and Engineering to define and prioritize 200+ Jira user stories based on client feedback and data, reducing backlog by 25% and accelerating delivery.
- Redesigned demographic surveys for 850+ MENA websites, increasing completion rates from 60% to 95% and enhancing client insights.

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, enhancing team performance by 20%.
 - Streamlined technical support workflows to improve efficiency and reduce downtime.
 - Partnered with 3rd-party vendors to debug and optimize cross-platform integrations, ensuring SLA compliance.
-

Certifications

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

Education

Bachelor of Computer Science

El Shrouk Academy, Cairo, Egypt | May 2007

Core Competencies

- Customer Success: Retention strategies, churn reduction (18%), NPS improvement (93%), CVM frameworks
 - Customer Health Management: Health score monitoring, proactive risk mitigation
 - Product Adoption and Upsell: Onboarding, training, feature adoption (22% increase), cross-sell/upsell, CMS/headless CMS integration
 - Revenue Expansion and Account Management: Tiered adoption strategies, 20% YoY growth, 95% renewal rate
 - Cross-Functional Collaboration: Engineering, Marketing, Sales alignment to drive client outcomes, project management, and Escalation.
 - Data-Driven Insights: Analytics, reporting, process automation | QBRs and touchpoints optimization
 - Product-Technical Leadership: Integrations, service delivery optimization, feature prototyping (wireframes/MVPs), backlog prioritization, product improvements.
 - Agile and Tools: Gainsight, SmartKarrot, Jira, Confluence, GitHub, Salesforce, HubSpot, Zendesk, HelpScout, Intercom, Zoho CRM, Pipedrive, Metabase, SQL, Python, Asana, Trello, Mailchimp, VPN, IoT, Data Streaming.
-

Languages

- Arabic: Native
- English: Professional fluency