Andrew Roman Lonati

GTM Systems & Revenue Automation Leader | Operator for Scaled Lifecycle & Billing Systems

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EXPERIENCE

Manager, Customer Success — **Klaviyo**

JUNE 2022 - Current

- Manage, lead, and mentor 12 Customer Success Managers, across 3 different segments, through the introduction of 3 new products, Klaviyo's first price increase in 8+ years, and IPO; leveraging Challenger & Force Management methodologies to exceed gross churn & net revenue retention targets (+120%) for 7 consecutive quarters.

- Develop custom reporting and enablement of ROI analysis for Managed Customers to drive net upgrades & conversion to committed contracts; resulting in an 8x increase in contracted customers and a +18% increase in NRR (+$1.62M in ARR).

- Architected and deployed business process automations across CS, Finance, and BizOps—streamlining contract-to-cash workflows, reducing billing disputes, and saving 200+ weekly hours through cross-system integrations.

Manager, Product Adoption Strategy (At Scale) — **Datadog**

MARCH 2021 - JUNE 2022

- Partnered with Product & Engineering to architect a digital-first product adoption strategy—writing and testing SQL transformations in Snowflake to power ETL pipelines for usage telemetry, enabling lifecycle segmentation and campaign automation. Resulted in a 34% lift in NRR and an 18-point NPS increase within 6 months.

- Designed and instrumented sentiment → action pipelines across 18+ product SKUs, equipping CSMs with tactical expansions (+45 net add-ons per quarter).

- Built and led a team of 8 Scaled CSMs, using adoption triggers and satisfaction signals within automated workflows to drive new product adoption—rooted in Force Management's Command of the Message framework.

Manager, Customer Success Operations — **Robin Powered**

October 2017 - MARCH 2021

- Architected an end-to-end product feedback system (Slack → Salesforce → Jira → Productboard → Intercom), integrating customer input directly into roadmap rituals and lifecycle programs—resulting in 42% churn reduction and $2M ARR retention impact.

- Built and tested custom integrations using SQL, Java, AWS, and Postman—supporting global enterprise deployments and enabling secure RFID-based resource access aligned to modern auth protocols.

- Collaborated with engineering to push lifecycle automation and API scripts through Git-based workflows—supporting test coverage, pull requests, and staging deployment best practices.

- Operationalized insights into roadmap rituals and lifecycle programming across Product, CS, and Marketing—facilitating beta programs, targeted in-app comms, and automated success nudges.

Manager, Membership Services — **Equinox Sports Club**

AUGUST 2014 - MAY 2017

- Managed the performance and operations of the Membership Services Team of 18, in coordination with other department heads, to improve efficiency and ensure adherence to Department of Public Health regulations

- Top lead-generating performer across New England branches through self-developed, multi-channel marketing touches; to exceed 110% of quota in 2015 and 2016 by developing partnerships with national accounts to drive thousands of new opportunities.

PROFILE

Fluent in building digital-first customer success ecosystems that drive NRR, reduce churn, and operationalize product feedback within GTM systems. Experienced across developer tools (e.g. Github, Postman, Datadog), automation architecture, and scaled CSM enablement. Passionate about blending technical fluency with systems thinking to design scalable, signal-driven workflows that align product, revenue, and customer outcomes. Known for translating complex business processes into sustainable tooling and integrations across CS, Product, and Ops.

DOMAIN EXPERTISE

Languages & Interfaces:

SQL, JavaScript, HTML, Python, RegEx, REST APIs, JSON/XML, Apex, Node.js

Systems & Tooling:

Snowflake, Postman, AWS, GitHub, GitHub Actions, SequelPro, SumoLogic, Salesforce, Gainsight, Outreach, Intercom, Metabase, Tableau, Zendesk, Atlassian Suite (Jira/Confluence), CI/CD Pipelines

Collaboration & Product Tools:

Slack, Google Workspace, Microsoft Office, Airtable, Chorus, Gong, Figma

Certifications & Methodologies:

Force Management – Command of the Message (2021), Command of the Sale (2024)