

**David Larsen**

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Baltimore, MD · dc2larsen@gmail.com · LinkedIn · davidlarsen.me

**Customer Success Leader · Technical CS & Systems Builder**

Customer Success leader with deep technical roots and a track record of building post-sales systems from zero at early-stage SaaS companies. Proven at designing onboarding, renewal risk, and account operating models; implementing CS platforms at scale; and partnering with executive leadership to protect and grow revenue. Combines hands-on technical execution (APIs, security tooling, production code) with strategic ownership of CS processes supporting \$12M+ ARR.

## Experience

### Technical Success Manager (CS Systems & Process Leadership)

Sep 2025 – Present

Socket · Remote

- Act as a CS systems and process leader at an early-stage B2B SaaS company, designing and operationalizing foundational post-sales workflows while managing a \$4.22M ARR enterprise portfolio.
- Rebuilt the end-to-end customer onboarding operating model from scratch, introducing standardized projects and optional customer-facing artifacts to improve consistency, accountability, and time-to-value across all customers.
- Evaluated, selected, and independently implemented Vitaly as the company-wide Customer Success platform, modeling onboarding, renewal risk, and advocacy workflows and migrating historical data from HubSpot; platform now supports \$12M+ ARR.
- Designed and operationalized a quarterly renewal risk governance process, replacing ad-hoc risk notes with structured risk fields and narratives, increasing executive visibility and contributing to proactive intervention on high-risk renewals.
- Surfaced renewal risk on a key enterprise account (BitMEX), contributing to executive escalation and successful retention.

- Authored and led a data-backed proposal to reorganize ~90% of company ARR into a post-sales pod model, aligning TSMs to top 20 strategic accounts and enabling scaled CSM coverage for commercial customers; approved by Head of Customer Success and Head of Customer Engineering.
- Led rollout and change management for account reassignment, including direct alignment with CSMs and AEs and creation of standardized account transition templates.
- Built internal productivity tooling integrating Vitaly, Slack, and internal data sources to support leadership workflows, including a one-on-one preparation tool used by the Head of CS.
- Contributed production code to customer-facing products, including enhancements to Socket Basics enabling automatic discovery of Dockerfiles in GitHub repositories, reducing configuration friction and improving adoption.
- Participated in hiring and interview loops for Technical Success Managers and a Support Manager role, conducting 12+ interviews.
- Won both Highest Output and Most Valuable Project awards at the Q4 Customer Engineering Hackathon.

## Manager, Customer Support & Success Operations

Nov 2023 – Jul 2025

### Sentry · Remote

- Directed global support and success operations for enterprise accounts; launched 24/7 on-call processes improving critical response times by ~50%.
- Implemented AI-driven knowledge systems and operational workflows, reducing resolution times by ~20% and increasing enterprise customer self-service.
- Established incident SLOs and executive-ready RCA summaries, strengthening trust and communication with strategic accounts.
- Partnered with Customer Success leadership on renewal health, escalation strategy, and expansion planning across high-ARR customers.

## Senior Manager, Customer Support

Jul 2021 – Oct 2023

### Synapse · Remote

- Built KPI and SLA frameworks that reduced backlog by ~45% and improved customer satisfaction.
- Led technical escalations across APIs, authentication, and platform reliability.

- Partnered with CS and Sales to reduce churn risk and support expansion motions in high-ARR accounts.

## Skills & Tooling

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### Customer Success

CS operating models, onboarding design, renewal risk governance, executive alignment, account strategy, post-sales org design

### Technical

APIs, security tooling, Docker, GitHub, SQL, integrations, production code contributions

### Platforms

Vitally

Salesforce

HubSpot

Gong

Zendesk

Slack

Jira

Linear

## Education

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### B.S. Computer Networks & Cybersecurity

University of Maryland Global Campus