Dylin Webster

Customer-focused SaaS Executive | CS, Services, Support & Operations Leadership

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Customer-centric SaaS executive with 18 years of experience leading global post-sales teams across CS, Services, Support, and Operations. Proven success improving retention, expansion, and profitability by aligning GTM, product, and post-sales around data-driven engagement. Trusted builder of scalable customer journeys and high-performing global teams.

SELECT LEADERSHIP ACHIEVEMENTS

- Improved **gross revenue retention +7pt** and **renewal rates +13pt** in three quarters
- Reversed pro serv margin from **-331% to +58%** in under one year
- Delivered **$65M incremental revenue** in year one of new service offering
- Reduced OpEx by **19%** via streamlined onboarding and resource realignment
- Oversaw **$100M+ budget and $200M+** revenue portfolio
- Delivered **40% productivity gains** through automation and centralized ops

EXPERIENCE

Twilio Segment | May 2024 - May 2025

VP of Global Post-Sales

Led global Customer Success, Professional Services, Support, Operations, and Education organizations for Twilio Segment. Accountable for customer adoption, retention, expansion, services profitability, and post-sales operational efficiency.

- **Customer Satisfaction & Retention:** Improved Gross Revenue Retention from **75% to 82%** and NPS from **-35 to +56** in three quarters through segmentation, risk mitigation, and executive engagement.

- **Transformed Customer Engagement:** Built full lifecycle journey maps to assess health, detect risk, and power campaigns and playbooks.

- **Cross-Functional Alignment:** Launched new value realization framework with structured plays across GTM, resulting in **29pt+ in expansion rates** and **surprise churn reduction from 35% to 8%**.

- **Pro Services Margin Turnaround:** Reversed negative margin **-331% to profitability** in under one year via packaging, pricing, and delivery transformation.

- **Team Leadership:** Unified global teams across functions; improved CS eNPS from **42% to 88%** through shared vision, KPIs, and lifecycle governance**.**

REFERENCES

Thomas Wyatt
Chief Revenue Officer
Twilio

Mari-Frances Bentvelzen
Chief Customer Officer
ConnectWise

Ashley DePolo
Vice President, Customer Success
Twilio

Seth Familian
Vice President, Solution Advisory
Twilio

Kacey Flygare
GM and Global Business Head
SAP Concur

Additional references available upon request

SAP Concur | 2015 - 2024

Global Head of Customer Success & Services

Led the global Customer Success and Services organization spanning 750+ global employees and a billion-dollar client portfolio.

- **Operational Rigor:** Deployed Gainsight globally while **scaling the customer base 20% YoY** and improving margins to **>80%.**

- **Revenue Growth:** Grew post-sales revenue from ~**$160M to over $220M+** through tiered success plans and scalable delivery programs.

- **Journey Orchestration:** Partnered with product to map lifecycle journeys and deliver engagement strategies aligned to in-app behavior and feature adoption

- **Efficiency & Scale:** Reduced onboarding time by **33%**, improved delivery productivity by **40%**, and centralized shared services to streamline operations.

- **Monetized Services:** Launched three offerings (accelerated onboarding, optimization, policy consulting) driving **$65M+** in first-year revenue.

- **Retention & Expansion:** Delivered **97% logo retention and 110%+ NRR** through predictive health scoring, improved executive alignment, and proactive CS playbooks.

ServiceSource International | 2007 - 2015

Director of Sales & Customer Success

Led sales and customer success teams in Series B startup in the Customer Success Platform space through successful acquisition, building go-to-market strategy, onboarding framework, and customer value realization.

- Scaled beta product from **15K to 450K** users in 18 months.
- Grew annuity revenue by **16x** in one year.
- Developed engagement model yielding **124%** NRR.
- Launched channel that drove **48%** of bookings in year one.
- Post-acquisition: integrated CS framework into acquirer's managed services.
- Served key clients including Cisco, SAP, and Thomson Reuters.

EXECUTIVE CAPABILITIES & TOOLS

Strategic CX Leadership

- Customer-Centric Executive Presence
- Retention & Growth Strategy
- Customer Experience Design, Transformation, & Automation
- Voice of Customer Strategy

Operational Excellence

- Strategic Planning & Execution
- P&L Management & Resource Allocation
- Lifecycle Governance & KPIs
- Cross-Functional Alignment
- AI-Driven Insights & Personalization
- Global Team Leadership

Technology & Tools

- Salesforce | Gainsight | Tableau | Looker | Chameleon.io | Zendesk

EDUCATION

Smith College

Bachelor of Arts
Political Theory
Deans List

Wharton School of Business

Certificate in Mastering Financial Fundamentals

Stanford GSB

Certificate in Communicating Persuasively and Building Trust