

# Dylin Webster

## Customer-Centric SaaS Executive | Customer Experience Strategy & Operations

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Customer-centric SaaS executive with 18 years of experience leading global post-sales teams across CS, Services, Support, Enablement and Operations. Proven success building scalable, digital-first journeys that improve retention, expansion, and profitability. Expert at aligning Product, Sales, and GTM teams to drive engagement and impact across the customer lifecycle. Known for transforming operations through AI-powered insights, cross-functional governance, and enablement engines that equip teams to succeed.

### 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 Lifecycle Strategy:** Defined and operationalized full customer lifecycle strategy, aligning GTM, Product, and CS on value delivery from onboarding through renewal.
- **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.
- **AI-Powered Programs:** Launched new health scoring, risk models, and playbooks that **reduced surprise churn from 35% to 8%** and boosted **expansion rates by 29 points**.
- **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.
- **Experience Innovation:** Designed and scaled onboarding experience across 40k projects annually, reducing time-to-value by **33%** while improving delivery productivity by **40%**.
- **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.
- Integrated CS framework into acquirer's managed services post-acquisition.
- 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 | AI Tools & Models | 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