Dylin Webster

Customer-Centric SaaS Executive | Customer Experience, Ops, CS & Services Leadership

LinkedIn | 413.221.1788 | dylin.c.webster@gmail.com

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 global journeys and high-performing 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

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.
- 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