

Dylin Webster

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I am an experienced SaaS customer success leader with a history of developing teams through high growth. I am seeking a position within a SaaS firm where my history of exceeding retention targets and developing a strong customer success framework will advance revenue and scale.

SUMMARY OF QUALIFICATIONS

- Developed customer success framework and delivery model, coalescing resources across four teams
- Built customer success team from ground up, hiring, training and coaching resources
- Increased user adoption by 350% by building a new customer engagement approach
- Improved deployment times by 20% by analyzing the implementation and services model, identifying inefficiencies, and restructuring resources
- Created a 125% revenue renewal rate by ensuring successful and engaged customers
- Ensure customer success by designing and leading clients through a change management framework

PROFESSIONAL EXPERIENCE

ServiceSource, Issaquah, WA (November 2007 – present)

Lead software division's customer success organization focused on increasing customer satisfaction, retention and revenue.

Director of Customer Success (January 2013 – present)

- Constructed customer journey from contract signature through renewal, aligning cross-functional resources around customer value
- Built territory plan and forecasts to effectively hire and allocate resources
- Launched customer engagement model, associated technology and customer health score to create efficiency and scale
- Developed new compensation model to incentivize right behavior
- Exceeded revenue targets:
 - 2014: 99% retention of core business through acquisition
 - 2013: 124% retention

Director of Sales (July 2011 – December 2012)

- Generated rapid growth through existing customer expansion, generating references and new leads through satisfied customers, and cold calling on new prospects
- Exceeded revenue targets:
 - 2012: 115%
 - 2011: 101%
 - 2011: 158% lift from previous year
- Created all collateral to aid in the sales process including ROI models, proposals, sample services deliverables, and services project plans
- Advised my clients through industry knowledge and ability to deliver actionable analytics that transform their businesses

Sales Manager (June 2009 – June 2011)

- Consistently overachieved high-growth quota:
 - FY10: 114% of bookings target, \$2,502,780 in booked revenue
 - FY09: 117% of bookings target, \$1,032,979 in booked revenue
- Multiplied annuity revenue by 16x from FY08 to FY09

- Successfully launched beta product, growing subscribers from 15,000 to over 450,000 in 18 months, representing 45% market share in vertical
- Managed all existing customer relationships: obtained 96% renewal rate with 80% of customers purchasing multi-year agreements
- Created deal strategy for opportunities and negotiate deals to closure
- Identified and closed new revenue opportunities within existing customer relationships
- Analyzed licensing model and discounting to ensure sales were structured to optimize total revenue

Account Manager (October 2008 – June 2009)

- Identified new customer segment for beta product, created a sales campaign and built a strategic partnership that resulted in 48% of the company's 2009 booked revenue
- Generated \$4M in annuity revenue through 2012
- Launched new SaaS product line in Q4 FY08 by identifying and selling beta customers

Inside Sales Executive (November 2007 – September 2008)

- Helped field reps achieve 103% of quota FY08
- Cold called into strategic segments, leveraged online meetings and coordinated onsite meetings with field reps and sales engineers
- Created pipeline 2.5x sales goals for my territory

HouseValues, Inc., (now Zillow) Kirkland, WA (July 2005 – October 2007)

Responsible for selling SaaS CRM and lead management software to prospective real estate clients while maintaining and up-selling current book of business. Selected for New Initiatives Team for launch of new product in Q3 FY05.

Senior Account Executive

- 110% of yearly quota achieved in FY06
- Assisted in development of best techniques for selling new web and lead management product to existing customers and new prospects
- Selected as the System's Expert for sales team of thirteen and consequently led training sessions on products, April 2006
- Primary salesperson charged with selling our CRM service to brokers
- Maintained monthly sales goals and was promoted to Senior Account Executive, August 2006.

EDUCATION

Smith College, Northampton, Massachusetts

Bachelor of Arts Degree, Pre-medical program; Concentrations in Political Theory and Gender Studies, May 2004
Dean's List (2000-2001, 2002-2003)