

## PROFESSIONAL SUMMARY

[www.linkedin.com/in/mariojhernandez](https://www.linkedin.com/in/mariojhernandez)

Strategic SaaS Business Leader with expertise in Customer Success Operations, direct Customer Engagement, and M&A integration. Focused on driving retention, growth, and value across the customer lifecycle by building scalable processes, optimizing onboarding and success programs, and aligning cross-functional teams across global business segments (Supporting 175 CSMs). Experienced in leveraging data to create scalable solutions, delivering executive-level communication, and thriving in fast-paced, ambiguous start-up environments.

**Core Proficiencies:** Native Spanish speaker, Intermediate SQL, Salesforce, Gainsight, Tableau, Smartsheet, Workday, Google & Microsoft Suites, Seismic, & Slack.

## PROFESSIONAL EXPERIENCE

### Business Operations Manager, Customer Success

October 2023 – September 2025

**Smartsheet** - Remote • San Francisco, CA (Brandfolder M&A)

- Own the full lifecycle of Customer Success business processes - documenting, iterating, and evolving workflows and playbooks to align strategic goals and customer outcomes for 175 CSMs and Managers..
- Partner with Customer Success Sr. Leadership (Sr. VPs and Directors) to manage and optimize core operational processes that support scalable, high-impact customer engagement across global teams.
- Facilitate quarterly roadmap development and prioritization planning, aligning initiatives with performance metrics, forecasting, and overall Customer Success strategy from SMB to Enterprise teams.
- Act as the primary operations liaison between Customer Success and cross-functional teams, including Sales, RevOps, Product, HR, and Support, to ensure alignment and execution across the customer journey.

### Customer Success Operations Manager

March 2022 – October 2023

**Brandfolder** - Hybrid • Denver, CO (Acquired by Smartsheet)

- Early-stage, high-growth startup environment. Served as a critical part of growing Customer Success Operations and the acquisition and merging of two Customer Success departments with Smartsheet.
- Responsible for building the operational foundation for a small 12-person CSM team, focusing on data-driven strategy and scalable programs to drive customer value and ensure team success.
- Analyze operational data and trends to identify inefficiencies, recommend solutions, and drive continuous improvement that enhances both team performance and customer satisfaction.

### Sr. Manager, Customer Success

January 2019 – March 2022

**2U, Inc.** - Hybrid • Denver, CO

- Oversaw day-to-day success operations, including KPI development and tracking, process optimization, and EdTech SaaS implementation across multiple Enterprise-sized academic programs. (\$20 million ARR)
- Built and maintained comprehensive customer-facing resources (user guides, success playbooks, continuity plans) to enable consistent and proactive support from Advisors and Managers.
- Partnered directly with University Directors and Senior Leaders to launch and scale graduate programs, serving as a strategic advisor on onboarding, student success frameworks, and long-term retention.
- Used data analytics to identify trends, inform success strategies, and drive retention and satisfaction improvements across a portfolio of graduate programs.

### Sr. Customer Success Manager

July 2016 – January 2019

**2U, Inc.** - In-Office • Denver, CO

- Delivered personalized Onboarding and Success Planning for customers across three UNC Chapel Hill programs, driving engagement, satisfaction, and long-term retention on the online learning platform.
- Provided ongoing technical and academic support, identifying barriers to success and proactively guiding students, faculty, and university administrators to achieve program milestones and positive outcomes.

### Banking Officer

August 2015 – June 2016

**FirstBank** - In-Office • Breckenridge, CO

- Oversaw daily operations of Tellers, New Accounts, and Bookkeeping while serving as a Loan Officer.
- Managed Mountain-Market initiatives and projects to ensure operational and financial efficiency.

## EDUCATION

**University of Denver** - Denver, CO

August 2019

Master of Business Administration (MBA)

**University of Northern Colorado** - Greeley, CO

May 2013

Bachelor of Science in Business Administration • Management