

Craig Parks

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Vice President of Customer Success

Innovative, results-driven leader with years of success maximizing revenue capture, customer satisfaction, and retention for high-growth technology companies. A creative and hands-on leader with the experience and skills to grow revenue, increase profitability, acquire customers and provide world-class customer service. Proven ability to quickly master new concepts and technologies with minimal training.

- Strategic Planning and Forecasting
- New Business Generation
- Customer Education
- Customer Journey Mapping
- Creative Problem Solving
- Cross-Team Collaboration
- New Customer Onboarding
- Solution Implementation
- Key Account Management / Growth

Career Experience

Vice President of Customer Success, PowWow Mobile, San Francisco, CA 2016 to 2019

Recruited by the developer of a rapid mobile app development solution (SmartUX) for designing and delivering intelligent omnichannel experiences to build and lead a 20-member Customer Success team tasked with maintaining a 90% retention rate and producing 200% account growth.

- Led the team to aggressively pursue its production targets, grow the customer base by 400% and annual revenue by 140%+ YoY while achieving a 94% retention/renewal rate.
- Key accounts acquired include JPMorgan Chase, Wells Fargo, Delta, Fannie Mae, and British Petroleum.
- Designed and launched an App Factory that increased profit margin by 40% by creating a strategic services partnership with an offshore service provider to reduce services costs and provide flexible staffing.

Vice President of Customer Success, Bromium, Cupertino, CA 2015 to 2016

Presided over a 15-member team at a provider of an advanced malware protection system (virtualization-based security). Held responsibility for expanding the number of deployed endpoint licenses and maintaining a high retention / contract renewal rate.

- Increased closed expand opportunities by 300% and the number of deployed endpoints by 150%.
- Elevated customer satisfaction through the implementation of enhanced delivery processes that reduced time to value by 50%.
- Uncovered and won new business opportunities with Wells Fargo, Exxon, Publix, and Oppenheimer.

Senior Director, Global Services Center of Excellence, BMC Software, Santa Clara, CA 2011 to 2014

Conceptualized and implemented go-to-market strategies for multiple services products at a leading provider of IT management services with direct oversight of a five-member team responsible for increasing annual revenue through exceptional service delivery.

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- Grew sales of MyIT services by 300% and overall average deal size by 15% via the creation of standardized offerings, such as architectures, demo scripts, proof-of-concept guidelines, deployment best practices, and implementation offerings.
- Increased the percentage of revenue from standardized services by 10%+ by creating a simplified and well-defined sales cycle management process.

Vice President of Customer Services and Operations, InterVision, Santa Clara, CA 2006 to 2011

Held concurrent responsibilities for overseeing strategy development and execution, business development, customer service, IT operations, and a 20-member, cross-functional team at this value-added reseller of IT services and equipment.

- Increased annual revenue from \$63M to \$110M (+74.6%) in four years by enhancing account coverage and training the team to proactively uncover upsell / cross-sell opportunities.

Vice President of Customer Services and Operations, XenSource, Palo Alto, CA 2005 to 2006

Directed the efforts of a cross-functional team at a developer of enterprise-grade virtualization solutions with responsibility for designing a go-to-market strategy including price optimization, collateral development, and support protocols.

- Constructed a global customer success group providing 24x7 support resulting in the achievement of a 90% customer satisfaction score.
- Created all open source product offerings, subsequently building the professional services and support infrastructures.

Additional Experience

Vice President of Customer Services ▪ Marimba, Mountain View, CA

Education

Bachelor of Science in Mechanical Engineering
California Polytechnic University, San Luis Obispo, CA