

SANDRA OVIawe-JONES

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LinkedIn: [linkedin.com/in/sandraovjones](https://www.linkedin.com/in/sandraovjones) | CSM Portfolio: sandra-oviawe-csm.vercel.app

PROFESSIONAL SUMMARY

Customer Success Manager with 8+ years driving adoption, retention and expansion across global enterprise portfolios in SaaS, healthcare, and pharma. Proven record managing portfolios up to £3.5M ARR across multinational accounts (NHS, pharmaceutical leaders, Fortune 500 clients) with 95%+ GRR and 110%+ NRR. Expert in executive engagement, success playbook development, and embedding SaaS solutions into regulated, complex organisations while shaping product roadmaps through strategic customer insights.

View my CSM frameworks and methodologies at sandra-oviawe-csm.vercel.app.

CORE STRENGTHS & EXPERTISE

- Customer Success Leadership: Enterprise portfolio management (£3.5M+ ARR), NRR/GRR optimisation, customer health scoring, success playbooks.
- Commercial & Strategic Growth: Expansion strategy, white-space identification, executive QBR delivery, C-suite alignment across regulated industries (healthcare, pharma, finance).
- Technical Fluency: SaaS integrations, CS platforms (Salesforce, SAP, HubSpot, Gainsight), API/CRM workflows, development tools (Vercel, GitHub).
- Global Delivery: Led adoption programmes across EMEA, Americas, and APAC enterprise clients.

PROFESSIONAL EXPERIENCE

May 2022 - Jan2024*

BlueJeans by Verizon

Customer Success Manager | EMEA | London

- Managed 40+ enterprise and SME accounts totalling £3.2M ARR, achieving:
 - 97% GRR, 117% NRR (£640K expansion revenue)
 - 95%+ renewal rate across the enterprise segment
- Led quarterly executive business reviews (QBRs) with C-level stakeholders at Ericsson and Kingspan, aligning technology roadmaps with business objectives and identifying expansion opportunities.
- Designed adoption frameworks and executive enablement programmes that increased platform engagement by 25% and reduced time-to-value by 35%.
- Partnered cross-functionally to feed curated client insights into the product roadmap, driving feature adoption and measurable customer value.
- Implemented customer health scoring framework that reduced at-risk churn from 12% to 5%, rescuing £420K in ARR through proactive intervention and executive escalation.
- Developed success playbooks and onboarding frameworks adopted across the EMEA CS team, improving new CSM ramp time by 40%.
- Portfolio & Thought Leadership → Built technical CSM portfolio (sandra-oviawe-csm.vercel.app) showcasing customer health frameworks, tiering models, escalation playbooks, and risk detection methodologies.

*Reason for leaving: The company sunsetted its operations.

Customer Success Manager

- Managed portfolio of 25+ global pharmaceutical accounts (Novartis, GSK, AstraZeneca) totalling £2.1M ARR, achieving 15% year-over-year increase in renewal rates.
- Developed account expansion playbook that increased average account value by 18% through identification of cross-departmental use cases and white-space mapping.
- Served as the voice of the customer in the product steering committee, influencing three major feature releases that improved user satisfaction scores by 22%.
- Designed and delivered tailored training programmes that addressed underutilisation, improving platform usage by 25% through data-led interventions and role-specific enablement.
- Led global platform migration for 16,000 clients across the healthcare sector, ensuring seamless transition through comprehensive change management, training delivery, and executive communication. Recognised in Executive Leadership's Top 10 Achievements of 2012.
- Collaborated with Sales on pre-sales technical demos and proof of concepts, contributing to a 12% increase in enterprise conversion rates.

*Reason for leaving: Adoption Leave

ADDITIONAL EXPERIENCE**AGE Concern (Cornwall and The Isles of Isles of Scilly)
Community Outreach & Engagement Consultant****August 2019 - May 2022**

- Managed multi-stakeholder healthcare initiatives across NHS and community services, coordinating care pathways for 300+ elderly clients. Achieved 30% increase in programme engagement through data-driven strategy refinement.

EDUCATION

BSc (Hons) Health and Social Care (Health Promotion)
London Metropolitan University

September 2006 - September 2009**CERTIFICATIONS:**

- CCSM Levels 1-5 Curriculum *enrolled 2026
- User Experience (UX) for Non-Designers (2022)

INTERESTS:

- Mentorship & Coaching
- Volunteering

TECHNICAL PROFICIENCY:

- Customer Success Platforms: Gainsight, Totango, ChurnZero
- CRM & Sales Tools: Salesforce, HubSpot, SAP
- Healthcare & Data: Clinical NLP, healthcare analytics, EHR/EMR systems
- Collaboration Tools: Slack, Zoom, WebEx, Microsoft Teams
- Development & Project Management: GitHub, Vercel, Jira, Miro, Asana
 - → Live CSM portfolio: sandra-oviawe-csm.vercel.app
- Analytics & BI: Tableau, Google Analytics, Looker
- Productivity: G Suite, Microsoft Office 365