

SANDRA OVIawe

Customer Success Manager & Founder | Artisan Savant Floristry | Suffolk,UK  
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PROFESSIONAL SUMMARY

A Customer Success Manager with 8+ years in SaaS, healthcare and pharma sectors. Specialise in driving adoption, retention and user engagement for mid-market and enterprise clients across regulated industries. Successfully managed multi-million dollar portfolios including NHS Trusts and multinational enterprise clients; aligning solutions with business-critical needs, improving engagement by 25% and boosting retention by 20%. Skilled in onboarding, workflow implementation and training. Ensure clients realise value quickly while embedding technology into daily operations at scale.

A resilient and commercially focused individual with experience in shaping product roadmaps and playbooks through curated client feedback. These core competencies have led to measurable growth, including a 10% to 40% year-over-year revenue expansion. Having also founded and scaled a client-facing business, I combine entrepreneurial resilience with a proven ability to act as a trusted advisor, helping clients achieve tangible outcomes while supporting product evolution. I operate with a passion for enabling mid-market and enterprise organisations to thrive by bridging data, insight, and long-term customer partnerships.

STRENGTHS AND EXPERTISE

Customer Success & Relationship Management	Problem-Solving & Technical Support	SaaS Expertise (HubSpot, Salesforce)
Client Retention & Expansion	Strategic Account Planning	Analytical & Reporting Skills
Product Onboarding & Training	Cross-Functional Collaboration	Proficiency in CRM Tools
Floral Design	Communication (Oral & Written)	(Salesforce, SAP, WebEx, G Suite)
Web design	Project Management,	Attention to Detail

PROFESSIONAL EXPERIENCE

Artisan Savant Floristry  
Founder & Floral Designer  
[www.artisansavant.co.uk](http://www.artisansavant.co.uk) | Ipswich, Suffolk

Jan 2024 - Present

- Resilience in Action: Founded and scaled a bespoke floristry and design business during a career transition, applying SaaS customer success principles to a creative industry while remaining client-focused and commercially active.
- End-to-End Delivery: Designed and delivered seasonal floral arrangements, home décor solutions and event styling, leading the whole process from mood-boarding and sustainable sourcing to installation and visual storytelling.
- Brand & Digital Strategy: Built and launched a distinct brand identity and website from scratch, executing digital campaigns and visual merchandising that maintained a consistent aesthetic and voice.
- Operational Excellence: Managed supplier relationships, inventory and budgets to ensure premium quality within carbon-conscious guidelines, balancing creativity with commercial discipline.
- Client Insight & Growth: Leveraged data, feedback and trend analysis to refine collections, optimise client satisfaction and strengthen long-term customer loyalty.

**Customer Success Manager | EMA | London**

- **Enterprise Portfolio Leadership:** I managed a diverse portfolio of 40+ global enterprise and SME accounts (including Ericsson, Kingspan and Standard Bank), successfully managing multi-million-dollar portfolios from onboarding through renewal. Acted as the strategic advisor across senior stakeholder groups, aligning solutions to client priorities and leading cross-functional adoption programmes that protected renewals at 95%+, while identifying expansion opportunities that drove 20% ARR growth in under a year.
- **Driving Adoption & Retention:** Designed and executed adoption-focused strategies, tailored training, workflow integrations, in-house news updates and proactive health checks that delivered a 25% increase in platform engagement and reduced churn by 15%. Proactively identified low-usage risks, built mitigation plans and won back lapsed accounts by addressing root causes and reaffirming value.
- **Influencing Product & Growth:** Curated customer feedback into actionable insights that shaped product features and roadmap enhancements. Partnered cross-functionally with Sales and Product teams to uncover upsell opportunities, driving a 10% increase in expansion revenue, while ensuring clients achieved measurable outcomes that tied directly to business goals.

\*Reason for leaving: The company sunsetted its operations.

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

- **Bridged healthcare and community needs:** Partnered with NHS and healthcare professionals to design and implement initiatives that addressed loneliness and improved well-being for elderly clients, ensuring alignment with care priorities.
- **Orchestrated multi-stakeholder programmes:** Managed complex outreach initiatives, coordinating across hospitals, community services and support networks to streamline discharge processes and reduce friction for patients.
- **Acted as a trusted advisor:** Translated client insights into tailored resources and reintegration plans, empowering individuals to rejoin their communities and sustain long-term quality of life improvements.
- **Delivered measurable outcomes:** Recommended and implemented programme enhancements that achieved a 30% uplift in engagement, demonstrating the ability to turn data and feedback into scalable, results-driven strategies.

**Informa PLC (Datamonitor Healthcare)****May 2013 - October 2016\*****Customer Success Manager**

- **Led global pharma engagement:** Owned relationships with major pharmaceutical accounts, executing client engagement strategies and awareness campaigns that strengthened adoption and long-term value.
- **Scaled SaaS adoption:** Designed and delivered tailored training programmes that addressed underutilisation, improving platform usage by 25% through data-led interventions and additional training resources.
- **Shaped product development:** Partnered with cross-functional teams to design and test new platform features, ensuring client feedback directly influenced roadmap priorities and boosted satisfaction.
- **Delivered measurable retention impact:** Reported on success metrics and new offerings, driving a 15% uplift in renewals and positioning Customer Success as a strategic growth lever.
- **Led major transformation project:** Played a pivotal role in the 2012 global rollout of the new Healthcare site, ensuring 16,000 clients successfully migrated. Delivered high-value training and client comms, earning recognition in Lindsey Roberts' Top 10 Achievements of 2012 for seamless execution and client satisfaction.

\*Reason for leaving: Adoption Leave

## Key Achievements

- **BlueJeans (SaaS):** Increased platform engagement by 25% and retention by 20% in year one by implementing proactive onboarding strategies and workflow integrations.
- **Age Concern (Healthcare):** Improved patient engagement in community health programmes by 30% through tailored communication and stakeholder influence from executive to end-user.
- **Cross-Functional Delivery:** Delivered multiple complex, multi-stakeholder projects to tight deadlines, maintaining client satisfaction and strengthening collaboration between Sales, Product and Support.
- **Retention & Growth:** Consistently drove client retention and expansion (GRR, NRR, adoption), uncovering upsell opportunities that contributed to measurable revenue growth.
- **Entrepreneurship (Artisan Savant Floristry):** Successfully launched and scaled a client-facing business during a career transition, designing a whole website, developing a premium brand identity, and implementing marketing strategies that boosted social media engagement and client reach.
- **Creative Problem-Solving:** Applied data and analytics (usage metrics, health scoring, ROI) with innovative, out-of-the-box thinking to identify new opportunities, solve challenges, and connect with audiences across both tech and creative industries.

**Education:** BSc (Hons) in Health and Social Care (Health Promotion)

**September 2006 - September 2009**

London Metropolitan University

Health and Social Care, including health promotion and public health. The course focused on London and urban health, examining current and anticipated changes in the UK healthcare sector, Advances in healthcare technology, Quality concerns and the rising cost of providing care.

- Analyse public health and social care issues
- Understand the ethical aspects of care
- Develop skills in observation, enquiry, and critical analysis
- Use evidence to inform decisions

## Certifications:

- CCSM Levels 1-5 Curriculum \*enrolled 2026
- Floristry Course (2024) - The Cambridge Flower School
- User Experience (UX) for Non-Designers (2022)
- Agile & Scrum Project Management
- Google Analytics & Optimise Coach

## Interests:

- Book Club
- Mentorship & Coaching
- Volunteering for elderly care initiatives
- Creative entrepreneurship

## Additional Information:

- Proficient in Salesforce, SAP, Microsoft Office Suite, G Suite, WebEx, SaaS Tools: Salesforce, GitHub, Vercel, Miro, HubSpot, Gainsight/Totango familiarity
- Fluent in English, with strong oral and written communication skills
- Passionate about driving customer success and delivering an exceptional customer experience across diverse industries