



# CRYSTAL LONGMAN

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## PROFESSIONAL SUMMARY

Results-driven Account Manager with 5+ years in SaaS account management, customer success, and revenue retention. Proven record of driving renewals, expansions, and adoption across mid-market and enterprise portfolios. Skilled at multi-threading within accounts, engaging C-suite stakeholders, forecasting with precision, and delivering measurable ROI. Adept at navigating complex sales cycles (up to 4 months), synthesizing data from multiple sources, and influencing strategic decisions without direct authority.

## CORE COMPETENCIES

Account Management  
Renewals & Expansions  
Net Revenue Retention  
Customer Adoption  
Territory Planning  
Executive Stakeholder Engagement  
Salesforce CRM  
Forecast Accuracy  
QBR Facilitation  
Data-Driven Insights  
SaaS Lifecycle Management  
Negotiation  
Value Realization  
Sales Methodologies

## EDUCATION & CERTIFICATIONS

Liberal Arts Course Studies —  
University of Colorado Denver

A.S. Radiologic Technology —  
Community College of Denver

Certified Customer Success  
Manager — SuccessCOACHING

## EXPERIENCE

### Hybrid & 4B Marketing - Lead Enterprise Account Management *Denver, CO • 01/2023 - 06/2025*

- Managed and grew regulated spaces and tech accounts through relationship building, strategy, and proactive communication.
- Oversaw multistate operations for MSOs, supporting client retention, compliance coordination, and cross-functional team alignment.
- Created and executed success plans that supported client KPIs and outcomes.
- Collaborated cross-functionally to refine onboarding and support processes.
- Maintained accurate CRM records, communicated data-driven results via QBRs, and identified risks and expansion opportunities.

### TaskRay (Salesforce AppExchange Partner) - Mid-Market Customer Success / Account Manager *Remote / Hybrid • 09/2021 - 01/2023*

- Owned 50+ mid-market SaaS accounts, exceeding renewal and expansion quotas while reducing churn.
- Led strategic business reviews for C-suite executives, demonstrating ROI and adoption milestones.
- Applied sales methodologies to identify expansion opportunities, increasing ARR within 4-month cycles.  
Partnered cross-functionally with Sales, Marketing, and Product to drive platform adoption and customer satisfaction.
- Maintained precise forecasting and account health reporting in Salesforce and Outreach.
- Supported onboarding, product training, and technical issue resolution to increase adoption.
- Prospected and qualified leads, booking demos and fueling pipeline growth.