

Daniel Hart Smith

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About

I'm driven by understanding why people buy, and stay with a product or brand. That curiosity has shaped my work across marketing analytics, sales enablement, and customer research. I've built and tested frameworks for retention and expansion that were deployed across teams and lifted company-wide performance. I'm seeking my next challenge driving revenue growth by helping customers succeed.

Experience

Dovetail, Inc. - **Sr. Renewals & Growth Manager** 2025 - Present

- Increased NRR from 103% to 116% within 12 months by designing and leading a structured contract renegotiation program responsible for 17% of company-wide revenue growth.
- Developed a consultative renewal process that improved quarterly GRR by 5%.
- Contributed over 50% of cross-sell pipeline through structured discovery and qualification.
- Represented Dovetail as an onstage host at the company's largest annual conference, engaging over 1,000 in-person and 10,000 virtual attendees.

Scaled Customer Success Manager 2023 – 2024

- Managed a portfolio of about 315 accounts totaling \$5.1M in ARR, improving retention, and expansion rates across the mid-market segment.
- Established Dovetail's first premium onboarding program, reducing time-to-value for new accounts and standardizing success metrics across teams.
- Built the company's first customer analytics infrastructure, enabling signal based outreach playbooks, churn prevention playbooks, and data-driven business reviews.

Sabbatical - **Appalachian Trail** Mid-2022

- Hiked all 2,194 miles of the Appalachian Trail from Georgia to Maine in five months.

Challenger, Inc. - **Senior Associate, Client Services** 2020 – 2022

- Delivered Challenger's sales methodology to 15–18 enterprise clients simultaneously, designing consultative selling programs for organizations including SailPoint, HPE, and Teledyne.
- Achieved up to 60% reductions in sales cycle time and measurable increases in win rate and average deal size through adoption of Challenger-based commercial strategy.

Skyword Inc. - **Senior Customer Success Associate** 2019 – 2020

- Managed a \$1.7M portfolio of 63 clients, driving adoption of TrackMaven's analytics platform to improve digital marketing performance; exceeded renewal target by 20%.

Professional Services Associate, Data and Insights 2018 – 2019

- Transformed complex marketing data into actionable insights that informed enterprise clients' pricing, positioning, and content strategy decisions.
- Redesigned sponsored content valuation models for major professional sports organizations—including the Vegas Golden Knights, LA Clippers, Denver Broncos, New York Islanders, and USTA—resulting in over \$2M in additional annual revenue for one client.

Education

THE GEORGE WASHINGTON UNIVERSITY, SCHOOL OF BUSINESS,

Bachelor of Business Administration with a concentration in Marketing, and a Minor in Psychology.