Ciara L. Melançon

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Areas of Expertise

- Customer Success
- Solution/Value-Based Sales
- Leadership
- PS Sales & Delivery
- Sustainable Revenue Growth
- Automation
- Operational Scalability
- SaaS
- Retention
- Renewal Management
- Salesforce
- NPS

Work History

Smarsh, Inc. | *April 2014 - January 2019 | Portland, OR*

Director of Customer Success | *February 2018 - January 2019*

Key Responsibilities and Accomplishments

- Managed a team of 22, Book of Business valued at $86MM ARR, responsible for account management, renewal, retention and PS sales efforts
- Oversaw a $1.6MM net increase in ARR in H1 2018, including 124% attainment of PS sales goal
- Developed a comprehensive, multi-level Customer Success career progression path
- Established plan to increase Customer Success Book of Business 2x (by revenue) after strategic merger with Actiance, with less than 50% increase in headcount

Other Responsibilities

- Created and automated an annual price-increase-on-renewal program
- Worked cross-departmentally to automate multiple closed-loop communication programs in SFDC, including programs for onboarding, at-risk, and RNPS promoter and detractor
- Established a one-click Account Review process to quickly highlight success overview metrics, including pricing, discounting, rate leakage, NPS, and retention

Senior Manager of Customer Success | *October 2016 - February 2018*

Key Responsibilities and Accomplishments

- Oversaw a 92.5% retention rate for 2017, a 40% reduction in QoQ churn for Q4 2016, and two independent revenue generating projects (not tied to renewals) in 2016 and 2017 that amounted to $5.7 MM in net new revenue
- Developed a high performing team focused on customer loyalty, retention, adoption, expansion, and renewal of Smarsh products and services
- Led team to consistently meet or exceed renewal and expansion goals, while also providing coaching and career planning

Other Responsibilities

- Assisted team in articulating Smarsh value proposition to customer stakeholders, and managing escalations and at-risk renewals
- Established excellent cross-functional relationships with Product, Support and Sales teams, by aligning voice of customer feedback to product roadmap, using NPS survey data to drive innovation across client services, and identifying opportunities for new sales offerings to accelerate client time to value
- Represented Customer Success in major account negotiations
- Operationalized the Customer Success function and related programs, developing KPIs and metrics for the organization to drive continuous improvement

Manager, Professional Services & Customer Success Development | *March 2016 - October 2016*

Key Responsibilities and Accomplishments

- Oversaw team as they exceeded revenue targets (PS sales, upgrades, and one time fees) by over 100% in Q1 2016, and by over 200% in Q2 2016
- Recognized with the Core Values Award for 2016, for the value *Embrace the Impossible*

Other Responsibilities

- Trained and supported the Customer Success organization on customer experience and relationship management through the customer life cycle, while driving PS pipeline and Book of Business growth
- Ensured optimal alignment between all revenue generating teams, developing need and solution-based offerings and marketing programs, driving profitability of Customer Success, Professional Services and Client Services organizations
- Transformed client feedback into actionable data to improve Smarsh products and offerings

Senior CSM, Mortgage and SMB National Territory | *April 2014 - March 2016*

Key Responsibilities and Accomplishments

- Managed relationships for all SMB clients, and the expanding mortgage vertical, totaling 1600 accounts and $4.5MM ARR, with a 4.6/5 satisfaction rating
- Consistently exceeded revenue targets (300%+ of goal)
- Recognized with the President's Club Award for 2015, for significant contributions made to the organization

Other Responsibilities

- Collaborated with sales to achieve and exceed growth goals within Mortgage and SMB verticals
- Facilitated exemplary client experiences by partnering with line of business partners and internal departments to develop customized plans, services and solutions
- Managed, trained and supported team of 6 contractors during transitional projects in 2015

KeyBank | *September 2013 - April 2014* | *Portland, OR*

Relationship Manager

Responsibilities

- Worked with both personal and business banking clients to find ways to improve efficiency, save money, and improve returns
- Increased new client acquisition and strengthened existing client relationships by providing new services and products through high quality client service and experience

Wells Fargo Bank | *February 2010 - August 2013* | *Portland, OR*

Assistant Manager | *May 2011 - August 2013*

Responsibilities

- Provided coaching to support high quality customer service while identifying opportunities for cross sell
- Consistently recognized as a top performer at both branch and district level

Personal Banker | *February 2010 - May 2011*

Responsibilities

Worked with consumer clients to find solutions to daily banking needs.

Education

RITx | *May 2018*
Business Communication

Harvardx | *January 2017*
Contract Law

University of Massachusetts at Lowell | *Lowell, MA*
B.A. Psychology

Certifications & Specialized Trainings

The Scrum Alliance | *July 2018*
Agile Leadership

K1 Investment Management, LLC | *2017*
Advanced Management Program

Gainsight University | *Nov. 2015, Nov. 2016, Jan. 2019*
Customer Success Management 101, 201, 301