

James J Senecal

CUSTOMER SUCCESS & REVENUE RETENTION EXECUTIVE

EXECUTIVE BIO

Venice, FL | (919) 946-4441 | james.senecal@icloud.com | linkedin.com/in/jamessenecal | james-senecal.com

EXECUTIVE PROFILE

James J. Senecal is a global Customer Success and revenue-retention executive who builds disciplined, scalable customer organizations and converts customer outcomes into durable revenue. Across pre-Series B through \$300M ARR environments, he has led a 105-person Customer Success and Renewals organization supporting 2,800+ customers and has built global coverage across the Americas, EMEA, and APAC.

James combines post-sale strategy, renewals, technical pre-sales, organizational design, M&A integration, and change leadership. His operating approach joins customer health, executive engagement, forecasting, and accountable team leadership to improve retention, expansion, customer value, and enterprise decision-making.

SELECTED LEADERSHIP IMPACT

\$300M ARR managed	2,800+ customers	105 person team	\$7.9M revenue retained	\$3.6M at-risk ARR recovered	45% to 82% forecast accuracy
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CURRENT EXECUTIVE IMPACT

As Vice President of Customer Success at AutomatePro, James built and leads the global Customer Success organization for a pre-Series B ServiceNow test-automation SaaS provider with approximately \$10M ARR under management and renewal responsibility. He retained \$7.9M in recurring revenue at 86% GRR, generated \$2.1M in expansion opportunities, and recovered \$3.6M in at-risk ARR through executive intervention and structured account-recovery plans.

He strengthened operating predictability by implementing standardized health scoring and risk governance, improving renewal forecast accuracy from 45% to 82%. He also introduced AI-assisted account intelligence and reporting, reducing CSM preparation time by 35% and expanding proactive customer coverage by 27%. His executive reporting on customer health, retention exposure, and growth forecasts informs resource and investment decisions.

ENTERPRISE TRANSFORMATION LEADERSHIP

At Tricentis, James led 105 CSMs, renewal professionals, leaders, and contractors accountable for \$300M ARR across 2,800+ SaaS and perpetual customers. He increased GRR by 380 basis points and overall Customer Satisfaction by 16% within nine months, built a Digital Engagement organization that raised annual retention by 18% in lower-ARR accounts, and used dynamic segmentation to reduce churn by 20% while increasing engagement by 30%.

He launched the corporate NPS program and revised customer health scoring, improving enterprise-segment Customer Satisfaction by 35%. He also improved coverage efficiency by 20%, enabled 10% customer-base growth, increased job satisfaction by 15%, and delivered 3% annual Customer Success budget savings. During merger integration and organizational change, he standardized roles, processes, governance, and engagement models while preserving customer continuity.

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EXECUTIVE BIO - CONTINUED

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COMMERCIAL & TECHNICAL LEADERSHIP

Before leading Customer Success, James served as Vice President of Sales Support at Tricentis, directing the Americas technical pre-sales organization and an operating budget of up to \$18M. He influenced 24 consecutive quarters of significant sales growth, reduced the proof-of-concept cycle by two weeks, and generated three corporate partnerships through global keynotes and executive presentations. He received the 2020 Executive Leadership Award and 2017 Annual Sales Award.

His earlier Solution Architect leadership contributed to 130% regional quota attainment and shortened the sales cycle by 10%. At Worksoft, he helped customers reduce manual testing time by an average of 40% and contributed to six consecutive quarters of growth exceeding \$31M in annual sales. Earlier roles across enterprise infrastructure, business continuity, information technology, and financial services established the technical depth he now brings to executive customer and operating decisions.

CONSULTING, LEADERSHIP & SERVICE

Through JS Consulting Services, James advised enterprise and technology leaders on Customer Success, Sales Support, retention, organizational design, process optimization, change management, and enterprise test automation. His leadership philosophy is direct and practical: create clarity, build accountable teams, coach with empathy, and use data with judgment.

James earned a Bachelor of Science in Criminal Justice from Chapman University. His executive development includes GenAI Essentials, ServiceNow Zurich Fundamentals, Prosci ADKAR Change Management for Leaders, DDI Executive Development & Leadership Coaching, and Force Management training in Command of the Message, Solution Selling, and MEDDPICC. He also holds technology and security credentials including Tricentis Certified Professional, Microsoft MCSE/MCP, and Check Point CCSA/CCSE.

A decorated veteran, James served as a Sergeant in the United States Marine Corps, United States Air Force, and California Air National Guard and was honorably discharged with a former Top Secret clearance (inactive). He also served nearly eight years as Technology Advisor to St. Catherine of Siena Church & School, advising parish and school leadership on technology operations, solution evaluation, and technology-enabled improvements.

EXECUTIVE POSITIONING

James brings the strategic perspective of an executive, the operating discipline of a builder, the technical credibility of a solution architect, and the customer empathy of a trusted advisor.