

James J Senecal

CUSTOMER SUCCESS & REVENUE RETENTION EXECUTIVE

LEADERSHIP BRAND & STRATEGIC IMPACT PROFILE

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LEADERSHIP BRAND

James J. Senecal is the Customer Success executive organizations turn to when they need to create clarity, restore predictability, and translate customer outcomes into durable revenue. He combines enterprise Customer Success leadership, technical pre-sales credibility, change management, applied AI, and hands-on operating-model design. From pre-Series B environments to \$300M ARR portfolios, James builds accountable global teams, strengthens retention and expansion, and protects customer continuity through growth, transformation, and M&A integration.

LEADERSHIP PROMISE: Create clarity. Build accountable teams. Connect customer outcomes to durable revenue.

SELECTED LEADERSHIP IMPACT

\$7.9M revenue retained	86% GRR	\$2.1M expansion pipeline	\$3.6M at-risk ARR recovered	45% to 82% forecast accuracy	35% / 27% prep / coverage gains
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SIGNATURE LEADERSHIP PILLARS

CUSTOMER OUTCOMES TO REVENUE

Aligns onboarding, adoption, risk, executive engagement, renewals, and expansion to customer value and profitable growth.

BUILDER & TRANSFORMER

Designs segmentation, coverage, roles, governance, health scoring, reporting, training, compensation, and capacity planning.

GLOBAL PEOPLE LEADERSHIP

Builds and coaches diverse teams across the Americas, EMEA, and APAC with clear expectations, skills, accountability, and empathy.

DATA-DRIVEN OPERATING DISCIPLINE

Turns customer signals into risk visibility, forecast confidence, prioritization, resource allocation, and executive decisions.

AI-ENABLED CUSTOMER INTELLIGENCE

Applies AI to account intelligence and reporting while preserving human judgment, customer trust, and executive accountability.

M&A & CHANGE INTEGRATION

Aligns customer-facing teams, processes, decision rights, and engagement models to protect continuity during transition.

TECHNICAL-TO-EXECUTIVE TRANSLATION

Connects complex product and technology capabilities to measurable business value across Sales, Product, Services, and Customer Success.

LEADERSHIP DIFFERENTIATORS

Enterprise perspective | Player-coach leadership | Trusted executive advisor | Technical credibility | Mission-driven discipline

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CUSTOMER SUCCESS & REVENUE RETENTION EXECUTIVE LEADERSHIP BRAND & STRATEGIC IMPACT PROFILE - CONTINUED

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STRATEGIC IMPACT PROFILE

RETENTION, EXPANSION & RECOVERY

Retained \$7.9M in recurring revenue at 86% GRR, generated \$2.1M in expansion opportunities, and recovered \$3.6M in at-risk ARR through structured executive intervention.

FORECASTING & RISK GOVERNANCE

Improved renewal forecast accuracy from 45% to 82% by implementing standardized health scoring, risk governance, and executive portfolio visibility.

AI & COVERAGE EFFICIENCY

Introduced AI-assisted account intelligence and reporting, reducing CSM preparation time by 35% and increasing proactive customer coverage by 27%.

ENTERPRISE CUSTOMER SUCCESS SCALE

Led 105 CSMs, renewal professionals, leaders, and contractors accountable for \$300M ARR across 2,800+ customers; increased GRR by 380 basis points and overall CSAT by 16% within nine months.

DIGITAL CS & CUSTOMER INTELLIGENCE

Reduced churn by 20%, increased engagement by 30%, improved enterprise-segment Customer Satisfaction by 35%, and increased lower-ARR retention by 18%.

TALENT, CULTURE & OPERATING DISCIPLINE

Redesigned roles, training, and compensation, increasing job satisfaction by 15%; improved coverage efficiency by 20% and delivered 3% annual Customer Success budget savings.

REVENUE ENABLEMENT & EXECUTIVE INFLUENCE

Influenced 24 consecutive quarters of sales growth, reduced the proof-of-concept cycle by two weeks, generated three corporate partnerships, and led an operating budget of up to \$18M.

M&A, TRANSFORMATION & CHANGE

Standardized roles, processes, governance, and customer engagement through merger integration and organizational change while protecting service continuity and trust.

LEADERSHIP OPERATING PRINCIPLES

- Clarity before complexity: simplify priorities, roles, decisions, and measures so teams can execute.
- Outcomes before activity: judge success by customer value and business impact, not volume of motion.
- Accountability with empathy: set high standards while coaching with candor, respect, and context.
- Data with judgment: use evidence to inform decisions while applying experience and customer insight.
- Enterprise over function: optimize for the company and customer, not a single department or metric.

BEST-FIT STRATEGIC MANDATES

Scale or rebuild global Customer Success and Renewals | Strengthen retention, expansion, and forecast predictability | Create segmentation, digital engagement, and customer health programs | Apply AI to customer intelligence and coverage | Integrate customer-facing teams after M&A | Align Customer Success with Sales, Product, Services, Finance, and HR

EXECUTIVE POSITIONING

A customer-value and recurring-revenue executive who can set the strategy, build the system, coach the team, and step into the most consequential customer and operating issues.