

James J Senecal

CUSTOMER SUCCESS & REVENUE RETENTION EXECUTIVE

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EXECUTIVE PROFILE

Global Customer Success executive with experience building and transforming organizations from pre-Series B through \$300M ARR. Led a 105-person Customer Success and Renewals organization supporting 2,800+ SaaS and perpetual customers. Delivered measurable improvements in gross retention, customer satisfaction, churn reduction, engagement, coverage efficiency, and digital retention. Combines Customer Success, renewals, technical pre-sales, organizational design, and change leadership to align customer outcomes with profitable growth.

SELECTED LEADERSHIP IMPACT

\$300M ARR Managed and renewed	2,800+ Customers Global portfolio	105-Person Team CSMs, Renewals & contractors
+380 bps GRR Retention improvement	-20% Churn Through segmentation	+18% Retention Lower-ARR digital segment

CORE EXPERTISE

Customer Success Strategy • Retention & Renewals • Gross Retention • Customer Health Scoring • Account Segmentation • Digital Customer Success • Customer Advocacy • Executive Leadership • Organizational Design • Change Management • Revenue Forecasting • SaaS • ServiceNow • Salesforce • SAP

PROFESSIONAL EXPERIENCE

AUTOMATEPRO, LTD. | Sarasota, FL

Vice President, Customer Success

Oct 2025–Present

Built and now lead the global Customer Success organization for a pre-Series B ServiceNow test-automation SaaS provider, accountable for the management and renewal of \$10M ARR.

- Designed the global Customer Success operating model, including segmentation, coverage, role architecture, training, compensation, reporting, and capacity planning.
- Developed customer and renewal health-scoring frameworks to strengthen risk identification, renewal forecasting, and executive visibility.
- Recruited CSMs across the Americas, EMEA, and APAC and established standardized account governance for scalable customer coverage.
- Introduced advanced reporting and standardized performance metrics to improve operating discipline and support growth.

JS CONSULTING SERVICES, LLC | Sarasota, FL

Founder & Principal Consultant

Oct 2023–Oct 2025

Advised enterprise and technology clients on Customer Success strategy, sales-support effectiveness, retention, organizational design, process optimization, change management, and enterprise test automation.

- Coached senior and executive leaders on business strategy, performance management, team development, and change leadership.
- Assessed Customer Success and Sales Support organizations and delivered operating-model, segmentation, retention, and process-improvement roadmaps.
- Advised clients on enterprise testing, test automation, test management, and business-process validation to better align technical delivery with customer outcomes.

TRICENTIS | Atlanta, GA

Nov 2015–May 2023

Vice President, Customer Success

Mar 2021–May 2023

Led a global organization of 105 CSMs, renewal professionals, and contractors accountable for the management and renewal of \$300M ARR across 2,800+ SaaS and perpetual customers.

- Increased Gross Retention Rate by 380 basis points and Customer Satisfaction by 16% within nine months.
- Created a Digital Engagement organization that increased annual retention by 18% within lower-ARR accounts.
- Designed dynamic account segmentation that reduced churn by 20% and increased customer engagement by 30%.

TRICENTIS — Vice President, Customer Success (continued)

- Launched the corporate NPS program and a revised customer health-scoring system, improving enterprise customer satisfaction by 35%.
- Restructured regional teams and introduced advanced reporting, increasing coverage efficiency by 20% and enabling 10% customer-base growth.
- Redesigned roles, training, and compensation with HR, increasing job satisfaction by 15%; also delivered 3% annual CS budget savings.

Vice President, Sales Support

Nov 2016–Mar 2021

Led the Americas technical pre-sales organization comprising Solution Architects, Partner Solution Architects, and Pilot Engineers.

- Influenced 24 consecutive quarters of significant sales growth and built a diverse, high-performing organization through strategic recruiting.
- Established proof-of-concept rules of engagement, including success criteria, scoping, and implementation scenarios, reducing the sales cycle by two weeks.
- Partnered with Product Management and HR on roadmap priorities, training, mentoring, and compensation improvements.
- Delivered global keynotes and executive presentations that generated three corporate partnerships; received the Executive Leadership Award in 2020 and Annual Sales Award in 2017.

Solution Architect

Nov 2015–Nov 2016

- Directed technical pre-sales design and architecture across automated, manual, exploratory, API, and service-virtualization solutions, shortening the sales cycle by 10%.
- Contributed to 130% regional quota attainment and built reusable cloud demo environments and education assets across Azure, AWS, and VMware.

WORKSOFT | Addison, TX

Senior Solution Architect

Nov 2013–Nov 2015

- Orchestrated pre-sales solution design for automation, business-process discovery, and data validation, enabling customers to reduce manual testing time by an average of 40%.
- Contributed to six consecutive quarters of growth exceeding \$31M in annual sales while leading demonstrations, education, and proofs of concept across commercial and federal accounts.
- Created an end-to-end showcase across web, SAP, and mainframe platforms and produced Professional Services statements of work.

ADDITIONAL LEADERSHIP & TECHNICAL EXPERIENCE

Enterprise Engineer & Architect, ExaGrid Systems | 2012–2013

Senior Solution Architect, Vision Solutions | 2003–2012

Information Technology Manager, Newmeyer & Dillion, LLP | 2001–2003

Senior Network Engineer, Pacific Life Insurance | 1995–2001

EDUCATION & EXECUTIVE DEVELOPMENT

Bachelor of Science in Criminal Justice, Chapman University, 2001

GenAI Essentials (O'Reilly) • ServiceNow Zurich Fundamentals • Prosci ADKAR Change Management for Leaders • DDI Executive Development & Leadership Coaching • Force Management: Command of the Message, Solution Selling & MEDDPIC • Tricentis Certified Professional

MILITARY SERVICE

Sergeant, USMC, USAF & California Air National Guard | 1985–1998 | Decorated veteran; honorably discharged; former Top Secret clearance (inactive).