

James J Senecal

CUSTOMER SUCCESS & REVENUE RETENTION EXECUTIVE



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EXECUTIVE PROFILE

James J. Senecal is a global Customer Success and revenue-retention executive with experience building and transforming organizations from pre-Series B through \$300M ARR. He has led a 105-person Customer Success and Renewals organization supporting 2,800+ SaaS and perpetual customers and currently leads global Customer Success for a ServiceNow test-automation SaaS provider. James combines Customer Success strategy, renewals, technical pre-sales, organizational design, change leadership, and M&A integration to align customer-facing teams, protect customer continuity, and connect customer outcomes with profitable growth.

SELECTED LEADERSHIP IMPACT

\$300M ARR managed	2,800+ customers	105 person team	+380 bps GRR	-20% churn	+18% retention
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LEADERSHIP VALUE

SCALABLE OPERATING MODELS At AutomatePro, designed the global Customer Success operating model—including segmentation, coverage, role architecture, training, compensation, reporting, and capacity planning—to support scalable growth.	RETENTION & CUSTOMER VALUE At Tricentis, increased Gross Retention Rate by 380 basis points and Customer Satisfaction by 16% within nine months, while establishing a digital engagement motion that increased retention by 18% in lower-ARR accounts.
DATA-DRIVEN EXECUTION Introduced dynamic account segmentation that reduced churn by 20% and increased engagement by 30%, and launched NPS and customer health-scoring programs that improved enterprise satisfaction by 35%.	GLOBAL, M&A & CROSS-FUNCTIONAL LEADERSHIP Built and led teams across the Americas, EMEA, and APAC; aligned customer-facing organizations through merger integration and organizational change; partnered with Product and HR on roadmap, talent, training, and compensation; improved coverage efficiency by 20% and delivered 3% annual budget savings.

Leadership philosophy: *create clarity, build accountable teams, and connect customer outcomes to durable revenue.*

PROFESSIONAL HISTORY HIGHLIGHTS

Vice President, Customer Success

AUTOMATEPRO, LTD. | Sarasota, FL | 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 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 standardized account governance for scalable customer coverage.

Founder & Principal Consultant

JS CONSULTING SERVICES, LLC | Sarasota, FL | Oct 2023–Oct 2025

Advised enterprise and technology clients on Customer Success strategy, retention, sales-support effectiveness, 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.
- Delivered operating-model, segmentation, retention, and process-improvement roadmaps that aligned technical delivery with customer outcomes.

Vice President, Customer Success

TRICENTIS | Atlanta, GA | 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.

- **Aligned Customer Success teams through merger integration and organizational change, standardizing roles, processes, and customer engagement to preserve service continuity and customer experience.**
- 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% in lower-ARR accounts.
- Reduced churn by 20% and increased engagement by 30% through dynamic account segmentation.
- Launched NPS and revised health scoring, improving enterprise customer satisfaction by 35%.
- Improved coverage efficiency by 20%, enabled 10% customer-base growth, increased job satisfaction by 15%, and saved 3% of the annual CS budget.

Vice President, Sales Support

TRICENTIS | Atlanta, GA | 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.
- Established proof-of-concept rules of engagement that reduced the sales cycle by two weeks.
- Generated three corporate partnerships through global keynotes and executive presentations; received the Executive Leadership Award in 2020 and Annual Sales Award in 2017.

Solution Architect

TRICENTIS | Atlanta, GA | 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% and contributing to 130% regional quota attainment.

EARLIER EXPERIENCE, EDUCATION & SERVICE

Senior Solution Architect

WORKSOFT | Addison, TX | Nov 2013–Nov 2015

Orchestrated pre-sales solution design for automation, business-process discovery, and data validation, helping customers reduce manual testing time by an average of 40%.

- Contributed to six consecutive quarters of growth exceeding \$31M in annual sales.
- Led 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, United States Marine Corps, United States Air Force & California Air National Guard | 1985–1998

Decorated veteran; honorably discharged; former Top Secret clearance (inactive).

CORE EXPERTISE

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

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