

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, build operating discipline, and translate customer outcomes into durable revenue**. He combines enterprise Customer Success leadership, technical pre-sales credibility, change management, and hands-on operating-model design. From pre-Series B environments to \$300M ARR portfolios, James builds accountable global teams, strengthens retention and renewal performance, and protects customer continuity through rapid growth, organizational change, and M&A integration.

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

SELECTED LEADERSHIP IMPACT

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

CUSTOMER OUTCOMES TO REVENUE Aligns adoption, engagement, renewals, advocacy, and executive governance to retention, 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, and accountability.	DATA-DRIVEN OPERATING DISCIPLINE Turns customer signals into risk visibility, renewal forecasting, prioritization, resource allocation, and executive decisions.
M&A & CHANGE INTEGRATION Aligns customer-facing teams, roles, processes, and engagement models to preserve continuity and trust during transition.	TECHNICAL-TO-EXECUTIVE TRANSLATION Connects complex technology and product capabilities to customer business outcomes across Sales, Product, Services, and Customer Success.

LEADERSHIP DIFFERENTIATORS

ENTERPRISE PERSPECTIVE Balances customer, revenue, product, people, and cost priorities.	PLAYER / COACH Sets strategy, builds systems, and steps into complex customer or operating issues.	TRUSTED ADVISOR Builds credibility with executives through candor, empathy, and business acumen.	MISSION-DRIVEN DISCIPLINE Brings the accountability, resilience, and service mindset of a decorated veteran.
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STRATEGIC IMPACT PROFILE

The business results and organizational capabilities stakeholders can expect from James' leadership.

SCALING & OPERATING MODEL DESIGN Builds the architecture required for growth: clear segmentation, role design, coverage, governance, training, compensation, reporting, and capacity planning. PROOF: \$10M ARR global CS organization built for a pre-Series B SaaS provider; CSM coverage established across the Americas, EMEA, and APAC.	RETENTION, RENEWALS & CUSTOMER VALUE Creates disciplined customer-management motions that identify risk early, strengthen executive engagement, and connect adoption to renewal outcomes. PROOF: Managed and renewed \$300M ARR across 2,800+ customers; increased GRR by 380 basis points and CSAT by 16% within nine months.
DIGITAL CS & CUSTOMER INTELLIGENCE Uses segmentation, digital engagement, NPS, and customer health scoring to focus resources, improve predictability, and scale customer coverage. PROOF: Reduced churn by 20%, increased engagement by 30%, improved enterprise satisfaction by 35%, and increased lower-ARR retention by 18%.	M&A, TRANSFORMATION & CHANGE Creates alignment during transition by standardizing roles, processes, engagement models, decision rights, and customer communications. PROOF: Aligned Customer Success teams through merger integration and organizational change while protecting service continuity and customer experience.
TALENT, CULTURE & PERFORMANCE Builds high-performing, inclusive teams through purposeful hiring, coaching, role clarity, skills development, performance management, and career architecture. PROOF: Led 105 CSMs, renewal professionals, and contractors; redesigned roles, training, and compensation, increasing job satisfaction by 15%.	REVENUE ENABLEMENT & EXECUTIVE INFLUENCE Connects technical credibility with commercial strategy to improve sales execution, product alignment, customer confidence, and executive decision-making. PROOF: Influenced 24 consecutive quarters of significant sales growth, reduced the proof-of-concept sales cycle by two weeks, and generated three corporate partnerships.

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 people 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.
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BEST-FIT STRATEGIC MANDATES

• Scale or rebuild a global Customer Success and Renewals organization. • Strengthen gross retention, renewal predictability, and customer value. • Create segmentation, digital engagement, and customer health programs.	• Integrate customer-facing teams following M&A or organizational change. • Align Customer Success with Sales, Product, Services, Finance, and HR. • Develop leaders, operating cadence, accountability, and a high-performance culture.
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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.