

James J Senecal

CUSTOMER SUCCESS & REVENUE RETENTION EXECUTIVE

REFERENCES & LEADERSHIP TRACK RECORD SUMMARY



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EXECUTIVE LEADERSHIP SNAPSHOT

James J. Senecal is a global Customer Success and revenue-retention executive with a career spanning enterprise technology, solution architecture, presales, renewals, and post-sales transformation. He has built organizations from the ground up, led at \$300M ARR scale, aligned customer-facing teams through M&A and organizational change, and translated customer outcomes into measurable retention and 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 TRACK RECORD

BUILD & SCALE GLOBAL CUSTOMER SUCCESS Creates the operating architecture for growth: segmentation, coverage, role design, governance, training, compensation, reporting, and capacity planning. PROOF: \$10M ARR global Customer Success organization built for a pre-Series B SaaS provider; CSM coverage established across the Americas, EMEA, and APAC.	RETENTION, RENEWALS & CUSTOMER VALUE Connects adoption, risk management, executive engagement, renewals, and advocacy to predictable revenue and durable customer 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 health scoring to focus resources, surface risk, 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 Standardizes roles, processes, engagement models, decision rights, and communications to preserve customer continuity during transition. PROOF: Aligned Customer Success teams through merger integration and organizational change while maintaining service continuity and customer trust.
TALENT, CULTURE & OPERATING DISCIPLINE Builds diverse, accountable teams through purposeful hiring, coaching, role clarity, skills development, performance management, and career architecture. PROOF: Led 105 CSMs, renewals professionals, and contractors; increased job satisfaction by 15%, improved coverage efficiency by 20%, and saved 3% of annual budget.	REVENUE ENABLEMENT & EXECUTIVE INFLUENCE Combines technical credibility and commercial judgment to strengthen sales execution, product alignment, alliances, and executive decisions. PROOF: Influenced 24 consecutive quarters of sales growth, shortened the proof-of-concept cycle by two weeks, helped create three partnerships, and contributed to 130% regional quota attainment.

WHAT REFERENCES CAN VALIDATE

STRATEGIC CLARITY Sets direction and turns complexity into executable priorities.	BUILDER & TRANSFORMER Creates systems, roles, cadence, and accountability.	PEOPLE-FIRST PERFORMANCE Develops leaders while maintaining high standards.	CROSS-FUNCTIONAL TRUST Aligns executives, teams, and customers around outcomes.
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PROFESSIONAL REFERENCES

Complementary executive, cross-functional, and direct-report perspectives on James' leadership, operating impact, and ability to scale customer-facing organizations.

David Keil Operating Partner, Resurgens Technology Partners Former COO, Tricentis RELATIONSHIP: Former Tricentis executive leader and mentor during James' progression from Solution Architecture to Vice President leadership. CAN ADDRESS - Executive operating discipline and organizational scale - Post-sales leadership, M&A integration, and transformation - James' readiness to lead through growth and complexity	Sandeep Johri Chief Executive Officer, Checkmarx Former CEO, Tricentis RELATIONSHIP: Former Tricentis CEO and executive mentor during a period of rapid SaaS growth, acquisition, and global expansion. CAN ADDRESS - Leadership trajectory and executive presence - Global SaaS scale, customer strategy, and commercial alignment - Ability to build teams and translate strategy into business results
CJ Levy Executive Director of Operations, Informative Research Former Director, Customer Success, Tricentis RELATIONSHIP: Former direct report who served as Director of Customer Success for the Americas and Latin America under James' leadership. CAN ADDRESS - Day-to-day people leadership, communication, and coaching - Transformation of the global Customer Success organization - Clarity of vision, accessibility, and collaborative decision-making <i>"An excellent communicator and strategic planner... always available and offered a clear vision."</i>	Sean Thompson SVP, Global Channels & Alliances, Virtuoso QA Former VP, Global Alliances, Tricentis RELATIONSHIP: Former Tricentis executive colleague and global alliances counterpart working within the same enterprise go-to-market organization. CAN ADDRESS - Cross-functional executive partnership and enterprise influence - Technical credibility across SaaS, quality engineering, and GTM - Alliance strategy, customer value, and organizational collaboration

REFERENCE COVERAGE

CEO / BOARD LENS	OPERATING EXECUTIVE LENS	DIRECT-REPORT LENS	GTM / ALLIANCE LENS
SaaS scale, executive judgment, transformation, and readiness.	Organizational design, M&A, post-sales performance, and scale.	Communication, coaching, culture, trust, and leadership accessibility.	Cross-functional influence, technical credibility, and market execution.

Direct contact information is available upon request. Confirm reference availability and current titles before external distribution. Public-profile titles reviewed July 2026.