

Stacey Maor

Bellingham, WA, 98229 • 9717088069 • stacey.maor@gmail.com • linkedin.com/in/stacey-e-maor • <https://github.com/StaceyMaor> • <https://staceymaor.com/>

Customer Success Leader

Results-oriented Customer Success leader with 20+ years of experience in leadership, B2B SaaS account management, and business transformation. Specialize in building processes, teams, and tools to drive customer retention, revenue growth, and advocacy. Thrive in a fast-paced, high-growth collaborative environment that demands customer obsession. Passionate about building high-performing teams, optimizing processes, and driving meaningful results.

ACHIEVEMENTS:

- Experienced in managing team Book-of-Business of > \$16M annually (post-sales services) and >\$300M ARR (customer success global team Book of Business).
 - * Defined and improved processes and playbooks for 80+ customer engagement organization as a foundation for future growth. In 6 months the ARR coverage increased 60% and NDRR was over 130%.
 - * Created a remote-only team culture of collaboration, accountability, learning, and continuous improvement, resulting in employee retention of 93% over 4 years.
- Spearheaded customer health score improvement for good health from 43% to 75% in 6 months.

WORK EXPERIENCE

GitHub

Remote, Bellingham, WA • 05/2022 - 04/2025

Senior Business Program Manager, Global Customer Success • Full-time

Leader of strategic programs to improve customer success processes for effectiveness and efficiency for business > \$1B in ARR.

- Defined, through collaboration with leaders, 15+ key processes within Customer Success Management for 80+ person team. Streamlined workflows in Salesforce and Totango increasing operational efficiency.
- Reduced At-Risk/ Poor Customer Health accounts by 48% over 12 months through process standardization, enablement, and monitoring.
- Led the revamp and scaling of the Executive Sponsor Program resulting in 33 senior leaders (VP to C-Level) engaging with 65 customers, improving customer engagement and retention.
- Developed the first-generation Customer Health Score, achieving 72% predictiveness of churn within 6 months by collaborating with engineering and customer success teams.
- Created comprehensive enablement content (presentations and recordings) for CSMs, enhancing team alignment and process execution, resulting in improvement of health score accuracy within 3 months.
- Established and managed intake process for prioritizing activities and sharing roadmaps to communicate strategic initiative status with Customer Success Management leadership.
- Completed a marketing study on best-in-class competitive tools for an AI generated Customer Health Score used to drive a CRM tool evaluation process.

Riverbed Technology

Remote, Bellingham, WA • 05/2013 - 05/2022

Director, Global Customer Success • Full-time

Responsible for leadership of Customer Success Management Team, operational execution and program improvement activities for > \$300M ARR.

- Directed a global team of 7 Customer Success Managers, driving strategic account management for key customers, resulting in > 85% net retention.
- Coached customer success managers to be trusted advisors to customers in order to drive retention, create customer loyalty and identify expansion opportunities.
- Championed deployment and adoption of Gainsight, creating templates for CSMs to drive consistent onboarding, adoption, and customer value realization.
- Defined process to ensure forecast alignment between renewal and CSM teams.
- Drove repeatability and efficiency by establishing standardized templates and presentations for CSM introduction, Success Planning, and Business Reviews.

- Developed, implemented, and improved customer success processes and best practices using Confluence and Jira to collect feedback and communicate changes.

Director Professional Services, Americas • Full-time

Led Private Sector Professional Services and Training customer-facing Program Managers to ensure accurate forecasting, revenue delivery and achievement of margin targets.

- Generated revenue of > \$16M annually with a team of 10 project managers leading services projects for Americas Private Sector Customers. Scope of team's responsibility included: Pre-Sales Support, PM assignment, revenue forecasting, revenue events (EOC, timesheets), backlog review, expirations, expense forecasting, and revenue troubleshooting.
- Created and presented Quarterly Business Reviews for Professional Services delivered up to Executives/ C-level. Topics included revenue outcomes, delivery backlog, forecast, and margin achievements.
- Improved customer and partner training experience and efficiencies by reallocating budget (net zero impact) and working cross-functionally with Sales Engineering, Technical Support, Sales Enablement, Partner Enablement, and Professional Services to gather requirements and assess best of breed SaaS Learning Management Systems.
- Developed relationships with Regional Sales Directors to ensure alignment with customer expectations set during the sales process, clear handoff to services and feedback to sales regarding services business outcomes.

Senior IT Project Manager, Professional Services • Full-time

- Successfully recruited, hired, trained and mentored a team of 5 Project Managers to provide services delivery for project sizes ranging from \$10K to > \$1M.
- Led a portfolio of 50+ concurrent consulting engagements at various customer journey stages, resulting in \$700K revenue per year. As the post-sales primary point of contact post sales, developed relationships with enterprise/corporate account customers and reported ROI metrics to ensure future renewals,
- Streamlined delivery process and improved customer experience by developing standard engagement processes and project plans for all services offerings.
- Established a process to gather product feedback and use cases from customers and review the status of enhancement requests with customers to align customer objectives to future product roadmap.
- Managed escalations during implementations in cooperation with support incident management teams. Cross-functional collaboration with sales, product development, engineering, and services leaders to address customer issues and create customer satisfaction

Hewlett Packard Software

Remote, AZ • 08/2010 - 05/2013

Senior IT Project Manager, Professional Services • Full-time

Led HP Software post-sales activities including onboarding, deployment, and enablement, to drive rapid adoption activities for multiple concurrent customers.

- Managed over \$1.8 M in consulting revenue per year and generated approximately \$500K in consulting extensions.

Precise Software (Startup Sold To Idera)

Remote, AZ • 05/2008 - 07/2010

IT Project Manager • Full-time

Led post sales long-term services engagements that included architectural planning, installation, configuration, training, adoption and optimization of APM (Application Performance Management) tools for customers.

- Managed 3-5 enterprise customer accounts concurrently driving over \$1.5M in revenue annually.
- Founding Project Manager for Professional Services Delivery when Symantec spun off Precise Software as a pre-IPO startup.

Honeywell Aerospace

Tempe, AZ • 08/2006 - 05/2008

Senior IT Project Manager • Full-time

- Led teams through all facets of information technology infrastructure projects: charter, requirements, design, testing, transition to operations, lessons learned and closure using contractors as key resource. Managed numerous Data Rationalization projects and Application Performance tool deployment.

Tektronix

Beaverton, OR • 02/2001 - 08/2006

Project Manager/Quality Engineer • Full-time

- Implemented ISO 9000 quality systems, defining business processes, leading to certification and better business practices. Managed a team of > 15 internal volunteer Quality Systems auditors to complete periodic audits to validate compliance.

EDUCATION

Masters In Business

University of Phoenix

Tempe, Arizona

Bachelor Of Science In Mechanical Engineering

University of New Hampshire

Durham, New Hampshire

CERTIFICATIONS

PMP Certification

Project Management Institute

06/2006 - 06/2028

Jira Fundamentals Badge

Atlassian

10/2023 - Present

Confluence Fundamentals Badge

Atlassian

10/2023 - Present

Generative AI For Program Managers Badge

Program Management Institute

02/2025 - Present

Gainsight User Certification

Gainsight

02/2025 - 02/2027

Service Hub Software

HubSpot Academy

04/2025 - 05/2026

Content Hub

HubSpot Academy

04/2025 - 05/2026

SKILLS

Technical: SaaS Products, Jira, GitHub, Gainsight, Confluence, Tableau, Figma, Slack, MS Office, GSuite, Salesforce, Totango, Agile, DevOps, Gen AI, ChatGPT, Microsoft Copilot, Data Analysis, Excel

Business Strategy & Insights: Budgeting, Documentation, Reporting and Analysis, Executive Presentations, Statement of Work, Process Improvement, SWOT, Sandler Sales Training, Public Speaking, Strategic Planning, Renewal Forecasting, Key Performance Indications (KPIs), Post-Sales Strategy Development, Customer Relationship Management, Account Management, Data Analysis, Performance Metrics, Continuous Improvement

Talent Management: Coaching, Employee Retention, Cultural Development, Building Teams, Recruiting and Hiring, Enablement, Onboarding, Succession Planning, Career Development, Empathetic Leadership

Customer Success Management: Trusted Advisor, Success Planning, Risk Management, Product Adoption, Customer Advocacy, Customer Relationship Management (CRM), Journey Mapping, Customer Onboarding, Churn Prediction, Customer Satisfaction, Customer Lifecycle Management, Customer Experience, Enterprise Customers, Customer Value Realization, Playbooks

Project and Program Management: Change Management, Strategic Planning, Stakeholder Management, Agile, Business Requirements, Project Charter, Risk Mitigation, Lessons Learned, Risk Management, Cross-functional Collaboration, Communication Plans, Program Management, Portfolio Management, Roadmaps, Project Planning, Building Teams