

Steven D. Hopkins

San Francisco, CA 94131 • 415 320-9894
steve@thesquigglyline.com
linkedin.com/in/steve-hopkins/

Customer Success Executive

Experienced professional with solid history of accomplishment in global enterprise SaaS environments. Extensive background in productivity, people, and communications products. Strong ability to build and lead engaged teams that meet and exceed designated goals and expectations. Highly adept at creating and executing integrated strategies that promote customer lifetime value and enhance revenues. Demonstrated skills at managing projects from initial planning to final delivery while maintaining budgets and schedules. Well-versed in fast-growth/venture-backed technology start-ups in EMEA, APAC, and NA regions.

Areas of Expertise:

- Strategic Planning and Analysis
- Project Management
- Team Building and Leadership
- Staff Training and Development
- Client Relationship Management
- KPI and Metric Definitions
- Segmentation and Packaging
- Budget Development and Oversight
- Key Account Management and Growth
- Customer Health Indexes/Journey Maps
- Contract/Subscription Management
- Continuous Process Improvements
- CSAT, NPA, and Renewals Strategy
- Data-Driven Automation

Professional Experience

Culture Amp, Inc., San Francisco USA

Vice President, Global Customer Success (2015 to 2020)

Built and empowered world-class community of customer success professionals guaranteeing customers received value by adopting company platform.

Selected Contributions:

- Recruited and grew global customer success, product support and customer experience teams from initial six personnel to 60+ over four years.
- Designed adoption and success initiative retaining more than 110% net revenue while growing global business book from \$3M to +\$54M.
- Engaged product and customer data in Salesforce to create robust health score promoting accountability and establishing key metrics and goals allowing CSMs to be analytical in aiding each customer product adoption strategy.
- Co-delivered 30%+ expansion through upsell and cross sell.
- Collaborated with sales to continuously enhance sales cycle and customer fit through clarifying value proposition to prospects and customers while growing new revenue to \$5MM per quarter.
- Maintained personalized and responsive customer experience with NPS above 50.
- Introduced Omnichannel product support while sustaining CSAT above 95% across chat and email.

Yammer, Inc./Microsoft Corporation – Sydney, Australia/San Francisco, USA

Business Manager/Chief of Staff (2014 to 2015)

Spearheaded business operations for engineering and product group aiding general manager and leadership. Formed and maintained relationships with Microsoft corporate teams (RE&F, HR, finance, talent) allowing leaders to deliver on priorities without becoming distracted by running business.

Selected Contributions:

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- Oversaw headcount for all hiring managers and talent team ensuring quick hires while expanding team by 10 people 3 months in a row during rapid expansion.
- Guided financial estimates, budget setting, and reporting procedures with Microsoft's finance team saving 30%+ in discretionary budget lines while preserving team positivity, cohesion, and morale.
- Partnered with team to transform purchasing procedures from credit cards to MS Order decreasing number of vendors and expense significantly over 18 months.
- Facilitated all executive and people manager meetings for organization with 250 people including more than 40 managers.

Director of Customer Success, APAC (2011 to 2014)

Ensured success of APAC customers while expanding regional customer success team. Managed integration of Yammer into Microsoft's local Australian subsidiary during acquisition. Created community of Australian customers featuring vibrant collection of communication professionals.

Selected Contributions:

- Sourced and guided local team of four customer success professionals.
- Managed largest enterprise customers including many ASX 20 companies in Australia and New Zealand to successful implementations resulting in more than 87% gross retention outcomes.
- Secured and directed two fundamental customer case studies from key logos shared and marketed globally.
- Led successful merger of local Yammer team with Microsoft Australia subsidiary over 12 months conveying Yammer's positioning to regional sales teams leading to +100% attainment of adoption goals.

Ai-Media, Pty, Sydney, Australia

Ecosystem Coordinator (2009 to 2011)

Played key role in product-managing custom development of new workflow management system and introducing multiple internal SaaS systems.

Selected Contributions:

- Helmed product management of customized workflow and community application with external development team.
- Instituted Yammer, Google Apps, Confluence and Jira allowing people to work more collaboratively and quickly ramp onboarding members of the inaugural re-speaker training program to full productivity in less than 4 weeks.
- Coached marketing executives on adopting and executing social media (Twitter, Facebook, YouTube).

Australian Davos Connection, Melbourne, Australia

Community Manager, (2009)

Project-managed Twitter campaign at Future Summit resulting in '#futuresummit' becoming world-wide trending topic over three days. Built and directed team delivering private livestream from the exclusive Australia Leadership Retreat. Prepared and interviewed esteemed guests including ICANN CEO Paul Twomey and Karim Google Australia CEO Temsamani.

Selected Contributions:

- Created and executed organizations first social media strategy in less than two weeks.

South East Water, Melbourne, Australia

Innovation Coordinator (2008 to 2009)

Managed delivery and execution of bi-annual Brainwaves Cup, Southeast Water's internal business planning and innovation competition. Coached and counseled about 30 teams through process of devising and submitting business plans.

Selected Contributions:

- Arranged community of practice event for more than 80 senior managers from utility organizations across Australia focused on federal government and recent Australian innovation systems review authored by keynote speaker Dr. Terry Cutler.

World Vision Australia, Melbourne, Australia

Innovation and Planning, Youth Marketing (2007 to 2009)

Executed multiple social media initiatives for Twitter, Facebook, YouTube, and Flickr.

Selected Contributions:

- Served on website redevelopment committee and working group.
- Oversaw WVA's Blog Action Day campaign in 2008.

Education and Credentials

Bachelor of Business in Entrepreneurship • Royal Melbourne Institute of Technology, Melbourne, Australia, 2007

Conscious Leadership Program, Conscious Leadership Group, San Francisco, USA, 2019

Customer-Centric Sales and Customer Success, Winning by Design, San Francisco USA, 2017

Storytelling for Leaders, Anecdote, Melbourne, VIC, Australia, 2013

Technical Skills

Microsoft Office, Microsoft Excel, Google Suite, Salesforce, Tableau, Slack, Zendesk, Intercom, Task and Notetaking Applications, Twitter, LinkedIn