Samantha Price

Head of Customer Success

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Summary

Head of customer success with 14 years in SaaS customer success and account management, including 7 years running the post-sale organization at growth-stage companies. Leads customer success, onboarding and support teams of 45, owns a $4M budget, and has grown net revenue retention past 115% twice.

Experience

04/2022 - Present
Denver, CO

Head of Customer Success

Mile High Field Software

Field service SaaS with 2,400 customers and $60M in ARR.

- Lead a **45**-person organization across customer success, onboarding and support, with budget management for $4M a year.
- Grow net revenue retention from 106% to 117% through tiered coverage and expansion plays with sales.
- Run a customer onboarding redesign that cut implementation time from 75 to 40 days.
- Implement Gainsight and Salesforce health scoring across 2,400 accounts, giving the board one retention view.
- Hire and develop 6 managers, with team leadership training for every new people leader.

01/2019 - 03/2022
Denver, CO

Director of Customer Success

Cherry Creek Learning Cloud

Online learning SaaS for professional associations.

- Built the CS team from 6 to 22 as ARR grew from $12M to $35M.
- Launched support operations metrics and staffing models that held first response under 2 hours.
- Cut gross churn from 13% to 7% with a renewal desk and save program.

06/2012 - 12/2018
Boulder, CO

Senior Customer Success Manager

Flatirons Data Software

Business intelligence SaaS for mid-market companies.

- Managed account management for 35 enterprise accounts worth $6M.
- Created the company's first customer success playbook, adopted by 15 CSMs.
- Led renewal negotiations on 12 multi-year contracts worth $3M combined.

Skills

Customer Success • Account Management • Salesforce • Gainsight • Net Revenue Retention
Customer Onboarding • Support Operations • Budget Management • Team Leadership • Communication

Education

06/2016
Denver, CO

Master of Business Administration

University of Denver

Business Administration