Andrew R Soderberg

Performance and metrics driven with a broad background across broadcast, digital, & interactive media, web services, content management, B2B SaaS services, web accessibility consulting, CX/UX design architecture, and software development, including successful start-ups, mid-size businesses, and Fortune 500 companies like Apple, and Atari. Delivered significant contributions to revenue growth, productivity, profitability, and customer satisfaction for each company engagement over the past 25+ years.

Thrives on challenges, harnessing both best-in-class and emerging technologies to innovate products and services, training and directing CS teams, while focusing on optimizing and enriching the customer experience. As VP of Customer Success for over 7 years at a startup (that became and remains the #1 CMS provider for higher education), developed and deployed customer centric success strategies, recruited and trained over 50 staff across highly specialized success, support, training, and professional service teams. Implemented best in class tools and playbooks to manage and deliver successful enterprise customer success, support, and professional services sustaining >99% CSAT scores over 4 years (with 25-30% responses rates), turning significant customers into self-professed product advocates.

Defined and deployed inter-department customer facing direct feedback loop program that improved SaaS services quality, tripling self-help content, which in turn reduced support issues by 40% in year one, reducing support overhead while sales increased 30% YOY (for 4 consecutive years).

A Customer Success turnaround specialist. Built, trained, mentored, and directed the global customer success/support departments, as well as deploying new technologies, fine-tuning customer success strategies, and implementing best practices where in less than 12 months customer satisfaction scores went from the low 80's (with 2-8% responses rates) to >99% CSAT scores sustained year over year (with 20-25% responses rates), and resulting in less than 2% churn YOY. Most recently directed a successful year-long M&A operations department integration of over 70 staff for a combined $120M SaaS B2B.

The Customer success and support departments under management across the last two company engagements over the past 8 years have won 9 Stevie Awards for Excellence in Customer Service.

A trusted advisor to the C-suite, an articulate communicator with multiple speaking engagements to over 1,000 attendees, internationally published technology author, and most passionate about building and mentoring top-performing customer facing departments.

San Diego county based and available for a local or remote FCCO, FCXO, FCWO, or FCEO, or FCBDO as well as Interim, contract, or consulting roles with an established business or a start-up that is creative, innovative, and customer centric including SaaS based B2B services for Higher Education, Commercial, and/or Enterprise Businesses, SaaS B2C Services, Consumer Software or Hardware Technology, and Media/Video Production Services.

When your customers' success is key to your business growth, I can deliver.

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