Venkat Viswanathan

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Customer Success Operations executive skilled in driving excellence and revenue growth at a data platform provider as it went from $150M to $1B ARR.

SUMMARY OF ACCOMPLISHMENTS AND SPECIALTIES

- **Customer Success Revenue Growth:** Drove repeatable CS motions that raised renewal rates from 81% to 94% at Nutanix in 2 years. Increased NRR from 101% to 118% in the same period. Grew a book of business for major accounts from $80M to $230M through large account management playbooks (LAMP).
- **Digital Customer Success:** Uplifted ARR +18% through digital CS while at Nutanix. Built integrations between Salesforce, Gainsight PX, Tableau, Iterable, and Insided to automate digital CS motions. **Transformed digital CS motions through Deep NLP and Conversational AI**. Automations reduced CS workload by 30%.
- **Customer Success Operations:** Conducted qualitative and quantitative customer research. Interviewed customers. Leveraged data science to create customer heat maps and an early churn warning system. Identified significant churn risk in 15% of Nutanix's customer base. Drove a C-suite sponsored customer satisfaction recovery program that successfully prevented loss of $100M+ in ARR.
- **Customer Feedback:** Championed a "Voice of the Customer" program that reduced UX bugs by 20% and increased product consumption by 23%.
- **Product & Customer Analytics:** Established the customer success data analytics practice at Nutanix and Wind River by building Tableau and SFDC dashboards. Enabled forecasting and the identification of high ROI, low ROI, and at-risk customers. Designed customer surveys to best measure CES, NPS, and CSAT.
- **Communication:** Regularly presented business cases and other proposals to internal and external C-suite. Assisted CS personnel in presentations for customer QBRs on the rise of customer productivity, reduced total cost of ownership, and ROI when adopting Typeform, Nutanix, and Wind River products.
- **Customer Success Enablement:** Oversaw GTM partnerships with Sales, Marketing, and Product Management. Ran design thinking exercises and created customer journey maps. Highlighted customer value moments and key customer touchpoints to better drive customers' consumption of the product. Also, created customer success playbooks and other customer success collateral.

Gainsight • Zendesk • Salesforce • Jira • Trello • Mavenlink • Tableau • Design Thinking • Professional Services Pricing Consultative Selling • Data Integration • Customer Analytics • Customer Journey Mapping • Service Delivery Design ROI Analysis • Program Management • Product Management • Customer Change Management • Sprint Planning Cybersecurity • HIPAA • Azure • AWS • GCP • GDPR • Python • Django • JavaScript • Agile • Sprint Planning SQL • SDKs • APIs • Linux • Embedded Operating Systems • VxWorks • Okta Integrations • Machine Learning • NLP Disaster Recovery • Business Continuity Planning • Network & Data Security • Contract Negotiations • Cloud Billing

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PROFESSIONAL EXPERIENCE

Various Startups, San Francisco Bay Area
Customer Success Consultant (2021–present)
Helping startups formulate their customer success strategy as they strive for product-market fit and product-channel fit. Driving strategies to increase customers' product consumption and reduce purchasing gaps. Recent B2B and B2C clients include Cookie.ai (Identity Access Management monitoring tools provider), Real-time Innovations (messaging service provider for cloud-to-IOT), Clipboard Health (healthcare marketplace app), Mapbox, and Intuit.

- Coached clients on land and expand motions. Solidified their probe and discovery motions for customer pain points and gain points.
- Overseeing development and implementation of tools, customer journeys, and multi-channel integrations.
- Executing on Voice of the Customer programs to address product consumption gaps.

- Conducting qualitative and quantitative customer research. Presenting recommendations to C-staff.
- Coaching clients in developing budgets, staffing plans, and renewal motions as they prepare for growth.

Typeform LLC, San Francisco, CA
Director of Digital Customer Success and Self-Service (2022–2023)
Transitioned 80% of customer onboarding, refunds, and cancellation requests to self-service.   Uplifted community and self-service experience through Deep NLP and conversational AI.
- Created digital customer success motions which provided a 13% uplift to ARR.
- Conducted cohort analysis. Created campaigns to specific cohorts in different stages of the customer journey to highlight value and upsell opportunities.
- Oversaw customer advocacy.   Grew the number of customer referrals from 18 to 80+
- Created customer success playbooks, journey maps, and other customer success collateral from scratch.

Nutanix Inc., San Jose, CA
Founding Customer Success Operations Leader (2017–2021)
Built the Customer Success practice from scratch. Scaled customer success as the client base increased from 4K to 26K. Built the team to >60 Customer Success professionals. Oversaw 6 Technical Program Managers as well as an 8-person Professional Services team that built tools to accelerate customer onboarding. Managed teams in San Jose, Seattle, Mexico City, Tokyo, Amsterdam, and Bangalore.
- Partnered with [Service Strategies, Inc.](#) in creating a Nutanix-specific account management class for all sales and customer success personnel. This ensured that all customer-facing personnel have the best skills for account penetration and growing average revenue per customer.
- Built automations and integrations between Gainsight, Salesforce, Medallia, Slack, Tableau, and various databases that contained customer data.
- Conducted competitive research to ensure that Nutanix was ahead of the curve in terms of CS operations.
- Partnered with revenue operations and FP&A to ensure growth targets aligned with CS staffing.

Intel Corporation (Networking BU), Santa Clara, CA
Sr. Manager of Customer Success --- Cloud Data Products (2012–2017)
Created a 30-person global customer success team from scratch for Wind River's cloud products in emerging datacenter markets.
- Led the customer facing team as it secured $115M deal with HP (Intel's largest SaaS deal for tools). Demonstrated a frictionless customer journey which was pivotal in HP's decision to purchase.
- Oversaw annual [Service Capability & Performance certifications](#).

EDUCATION

MASTER OF SCIENCE DEGREE IN ENGINEERING
Stanford University – Stanford, California

BACHELOR OF SCIENCE DEGREE IN ENGINEERING
Columbia University – New York, New York – *Honors*

STORY TELLING FOR BUSINESS
Anecdote International – West Melbourne, Victoria, Australia

STRATEGIC ACCOUNT MANAGEMENT
Service Strategies – San Diego, California

UNTAP YOUR SALES POTENTIAL
Sales Coaching – Los Angeles, California

PRODUCT MANAGEMENT CERTIFICATE
Product School – Santa Clara, California