

# Shane Ketterman, CCSM, MBA

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## Summary

Experienced and results-driven Customer Success Manager with a proven track record of driving customer satisfaction, retention, and revenue growth. I am passionate about building strong relationships with customers and helping them achieve their goals based on outcomes-based thinking and maximizing the value they derive from products or services.

Unscripted: I am an empath, product nerd, people nerd, and a consultant/coach. My background in business, marketing, tech, and SaaS, allows me to bring a lot of great ideas and discussion to the CSM table. One can often find me learning AI, metrics, psychology, and trying to continually answer the question, "what can CSMs do to help customers solve real problems while also seeing future value in a product or service?"

## Experience



### Customer Success Manager

Materialise

Oct 2023 - Present (7 months)

Take the helm in guiding customer relationships across their entire journey with us, ensuring a proactive and anticipatory approach to their needs and expectations.

Craft a deep understanding of each customer's business ambitions and value propositions, forging strategic success blueprints tailored to realize their specific goals.

Conduct regular strategic consultations to discuss upcoming ventures, analyze performance metrics, and refine success strategies, ensuring alignment with client objectives.

Spearhead the creation of sophisticated Strategic Success Plans for key accounts, streamline operational methodologies, and champion the development of best-in-class training programs for the Customer Success team.

Identify and engage essential stakeholders, taking ownership of top-tier executive relationships and fostering a web of strategic connections across client organizations.

Unearth new growth avenues through insightful customer interactions, collaborating closely with an Account Manager to illuminate customer insights and potential expansion pathways.

Gather and prioritize customer feedback within the product development cycle, advocating for features that enhance customer satisfaction and success.

Act as a trusted advisor, offering continual strategic recommendations and representing the customer's perspective to internal stakeholders.

Monitor and evaluate customer account health, initiating and executing risk mitigation strategies for accounts requiring escalated attention.

Collaborate seamlessly with the support team, ensuring that all customer service and support inquiries are resolved efficiently, enhancing overall customer satisfaction.

## **Customer Success Manager Team Lead**

Sinch SimpleTexting

Mar 2023 - Oct 2023 (8 months)

Directing and managing a team of CSMs to ensure they meet their individual and team goals.

Establishing and implementing customer success processes and best practices to drive customer satisfaction and product adoption.

Collaborating with other departments (like sales, marketing, and product development) to align strategies that improve customer experience.

Developing relationships with key accounts, understanding their needs, and tailoring customer success initiatives to meet these needs.

Tracking and reporting on key metrics related to customer satisfaction, churn, and revenue.

Identifying opportunities for account expansion and coordinating with the sales team to drive upsells and renewals.

Providing coaching, training, and mentoring to CSMs to foster their professional development and improve their performance.

Resolving complex customer issues in a timely manner and escalating critical issues to higher management when necessary.

Staying informed about product developments and updates, and effectively communicating these to customers through the CSM team.

## **Enterprise Customer Success Manager**

Sinch SimpleTexting

Jan 2023 - Oct 2023 (10 months)

Full-cycle customer success manager for enterprise-level customers, utilizing outcome-based thinking, engagement, and business goal identification.

Serve as a trusted advisor for key accounts, driving adoption, engagement, and identifying growth opportunities.

Proactively ensure long-term customer success and revenue growth by developing strategic account plans and executing on them.

Customer advocate to ensure external requirements are prioritized properly for internal teams.

Build and maintain healthy customer relationships, focusing on enhancing customer training and addressing customer needs.

Conduct regular customer health checks to assess satisfaction, adoption, and retention, and take necessary actions to improve customer outcomes and reduce churn.

Collaborate with technical support, accounting, and other areas of the business to ensure seamless customer experiences and satisfaction.

Lead the onboarding process for new clients, providing guidance and support to facilitate their successful adoption of SimpleTexting's platform.

Actively encourage customers to upgrade their products and promote customer loyalty by demonstrating the value and benefits of higher-tier offerings.

Leverage data analytics and insights to evaluate customer usage patterns, identify upsell opportunities, and deliver data-driven recommendations for improved outcomes.

Continuously promote customer success by fostering trust, transparency, and open communication with clients.

## ❖ Talent Success

Toptal

Apr 2021 - Oct 2022 (1 year 7 months)

Launched a new initiative for talent success, surpassing activation KPIs.

Managed relationships with key internal customers, driving strategic alignment.

Developed a strategic playbook aligned with department functional OKRs.

Partnered with vendors to drive activations and brand awareness, reducing costs by over 75%.

## ❖ Operations Manager (Publications)

Toptal

Dec 2018 - Apr 2021 (2 years 5 months)

Led the day-to-day operations for a Publications team of over 15 people including all analytics, career path development, Asana and Hubspot ownership, and defining key metrics

Facilitated a 10% higher reader engagement through analysis and voice of the customer; Facilitated the improvement of processes; improving department happiness score by 70%

Utilized project management software tools to identify and track project risk for over 30 ongoing projects

## Rewire Digital Client & Customer Success

Rewire Digital, LLC

Jun 2016 - Nov 2018 (2 years 6 months)

Helped drive increased product adoption, expansion, upsells, and business outcomes

Increased sales using UX Research methodologies and thematic analysis to extract customer needs from marketing channels (zen desk, social, and email) and turned the results into actionable strategies driving up ecommerce sales by 2%

Based on voice of the customer, introduced social customer success strategies increasing support response times by 67% from previous levels

Built and deployed an automated customer success chatbot yielding a 30% increased engagement rate and a 45% decrease in service ticket submissions

## **Client Success Manager**

### **TDI TECH SOLUTIONS LIMITED LIABILITY COMPANY**

Jun 2014 - Nov 2018 (4 years 6 months)

Acquired over 15 SMB customer accounts through digital marketing strategies and customer experience

Reduced customer costs by over 25% implementing account playbooks addressing risks, backups, and planning

Improved customer success with a 20% reduction in response time; leading to an increase in service revenue

Facilitated quarterly account success plans and business reviews; increasing renewals by over 80%



## **Customer Success Manager (Contract)**

### **WorkHound**

Aug 2016 - Dec 2016 (5 months)

Built B2B SaaS customer success department by acquiring a deep understanding of the company, product, system setup, and marketplace, translating this into an effective customer success strategies

Customer success account management of 10 enterprise clients; Created customer success playbooks for onboarding, account success planning, and assisted with implementation of all backend setup for client services

Led weekly account review meetings with 10 enterprise clients; facilitating actionable insights driving down churn by over 50%

Drove a 50% reduction in end-customer churn for enterprise clients



## **Technical Account Manager**

### **Bend Broadband**

Nov 2012 - Jun 2014 (1 year 8 months)

Monitored over 200 customer accounts, identifying opportunities and resolving issues.

Trained business and consumer customers on new products and features, reducing churn by over 70%.

Implemented voice of the customer interviews, increasing customer happiness score by 2 points.

Launched the design of 2 new business products based on customer feedback and strategic goals.

Analyzed customer incidents, improving customer satisfaction from 4 to 9 on a scale of 1 - 10.

Implemented change management for the technical customer success team, reducing downtime during planned upgrades.

## Education



### University of Arizona

Master of Business Administration (MBA), Business, Operations, Finance, Entrepreneurship

2009 - 2011

Master of Business Administration with focus on leadership, marketing, innovation, and finance



### Marylhurst University

Bachelor's degree, Business Administration, Management and Operations

2004 - 2007

Business leadership degree with special focus on marketing, leadership, and communication

## Licenses & Certifications



### Digital Marketing Certified Associate - Simplilearn

230700



### UX Design - Springboard

11877



### Certified Life Coach - The Institute for Life Coach Training [ILCT]



### Verified Certificate for Business Strategy from Wharton: Competitive Advantage

- edX

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### Certified Customer Success Manager (CCSM) Level 4 - SuccessHACKER

Issued Nov 2022 - Expires Nov 2024



### Certified Customer Success Manager (CCSM) Level 5 - SuccessHACKER

Issued Dec 2022 - Expires Dec 2024



### Certified Customer Success Manager (CCSM) Level 1 - SuccessHACKER

Issued Nov 2022 - Expires Nov 2024



**Certified Customer Success Manager (CCSM) Level 2 - SuccessHACKER**

Issued Nov 2022 - Expires Nov 2024



**Certified Customer Success Manager (CCSM) Level 3 - SuccessHACKER**

Issued Nov 2022 - Expires Nov 2024



**Verified Certificate for Introduction to Connected Strategy - Wharton - edX**

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## **Skills**

Customer Engagement • Communication • Employee Learning & Development • hybrid competence • Relationship Building • Technical Recruiting • Talent Management • Global Talent Acquisition • Niche Talent Acquisition • Event Management