YAS LONGORIA

Senior SaaS Post-Sale Leader | Customer Success & Support | Scaled SaaS Operations

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SUMMARY

Strategic and data-driven SaaS leader with 10+ years scaling global Customer Success and Support teams across fast-paced B2B environments. Known for delivering high-impact digital transformation, increasing retention, and optimizing cost-to-serve models through automation and self-service. Built and led the first scaled Customer Success model for a $10M MRR customer base, boosting CSAT to a record 9.4 and increasing CSM efficiency by 40%. Trusted cross-functional partner with a track record of delivering measurable business outcomes while maintaining 100% employee retention across leadership roles.

PROFESSIONAL EXPERIENCE

Employ – Senior Manager, Customer Success   Jul 2024 – July 2025

- Owned post-sale strategy for 19,000 JazzHR customers, including 500 in high-touch Dedicated Account Management program.
- Launched digital-first onboarding model, reducing time-to-value and saving 60–90 hours/month in manual delivery.
- Redesigned renewal and expansion playbooks, boosting GRR from 61% to 67% and NRR from 76% to 79%.
- Created lifecycle automation in Salesforce & Gainsight—cutting manual work and standardizing the customer journey.
- Reduced FTE need by 18% through operational efficiencies while preserving performance across 6.5 FTEs.
- Developed dashboards to expose churn risk trends and expandable accounts, enabling proactive engagement.

Mitel – Director, Global Customer Support & Success   Dec 2022 – Aug 2023

- Led a global org of 100+ across Support and Success, managing a $10M MRR book of business across 8,000+ customers.
- Reduced average hold time by 78% and delivered the highest CSAT in company history (9.4) amid a major company transition.
- Built KPIs, QA processes, and support metrics to drive consistent, high-quality outcomes.
- Scaled international BPO partnerships to maintain global 24/7 coverage without sacrificing quality or engagement.
- Recognized by the CEO for transforming post-sale operations during a critical realignment phase.

Mitel - Sr. Manager, Customer Success at Scale   Sep 2021 – Dec 2022

- Built Mitel's first scaled Customer Success model, shifting from reactive, email-heavy support to proactive lifecycle engagement.
- Co-led Gainsight rollout: configured success plans, journey maps, and health scores across global segments.
- Increased CSM efficiency by 40% and reduced customer wait times by 25%.
- Segmented book of business and realigned <50 seat customers to Support, reducing Success workload and enhancing focus.
- Drove 10% lift in CSAT and managed 98% of the global base with a lean, data-driven team structure.

FastSpring – Senior Manager, Customer Success & Support   Mar 2020 – Apr 2021

- Owned global post-sale org following VP departure; reported directly to CEO
- Grew team from 6 to 32 through BPO partnerships while maintaining 100% employee retention
- Expanded Knowledge Base and improved self-service resources, leading to faster resolution times and a 12% increase in CSAT
- Built internal reporting with Salesforce and Gainsight to track lifecycle health and enable proactive expansion

Mitek – Senior Manager, Customer Support   Oct 2018 – Feb 2020

- Led support org serving financial services customers and strategic partners across North America and Europe
- Revamped case management and triage processes, reducing backlog by 40% and increasing SLA attainment by 15%
- Improved internal onboarding and cross-functional collaboration with Product and Engineering

Nintex – Manager, Customer Support   Jul 2016 – Oct 2018

- Managed mid-market and enterprise Support team for global SaaS customer base

Tableau Software – Manager, Customer Support   Feb 2013 – Jul 2016

- Promoted into leadership during hypergrowth; supported strategic accounts through onboarding, training, and upsell guidance
- Collaborated with Product and Sales on high-visibility customer save initiatives and early adoption strategies

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TOOLS & PLATFORMS

Salesforce, Gainsight, Zendesk, Jira, Tableau (specification), Asana, Slack, G Suite, Zoom, Office 365