

# Ayanda

## Senior Customer Success Manager | SaaS & FinTech Specialist

South Africa (Remote)

### PROFESSIONAL SUMMARY

Seasoned Customer Success professional with over 10 years of experience partnering with SaaS and FinTech customers to drive adoption, strengthen retention, and deliver long-term value. Recognized for building trusted relationships with executive stakeholders, guiding customers through the full lifecycle, and identifying growth opportunities while aligning customer outcomes with business goals. A collaborative partner to Sales, Product, and Support teams, known for elevating maturity through data-informed strategies and scalable frameworks in fast-paced, remote-first environments.

### KEY SKILLS

- Revenue & Growth: NRR, Renewals & Expansion
- Strategic Account Management (Mid-Market & Enterprise)
- Churn Prevention & Risk Forecasting
- Lifecycle Excellence (Onboarding to Advocacy)
- Customer Health Scoring & Value Realization
- Scalable Playbooks & SOP Development
- Cross-functional Leadership & Product Advocacy
- Tools: HubSpot, Salesforce, Zendesk, Intercom, Zapier

## **PROFESSIONAL EXPERIENCE**

### **Strategic Professional Development & Advisory (Independent)**

June 2023 – Present

- Completed advanced CSM-focused senior-level e-learning programs focused on AI-enabled engagement and revenue-centric lifecycle strategy.
- Maintained expertise through select advisory projects supporting onboarding design and retention initiatives for SaaS entities.
- Strengthened enterprise strategic thinking through ongoing mentorship with former executive leadership.

### **Senior Customer Success Manager | Global Logistics SaaS Company**

Dec 2022 – May 2023

- Architected onboarding frameworks that increased customer engagement by ~45%, significantly accelerating time-to-value.
- Executed lifecycle strategies that improved retention and auto-renewals by ~20%, reinforcing predictable recurring revenue.
- Designed and operationalized CS playbooks to ensure consistency and scalability across the team.
- **Impact:** Strengthened Net Revenue Retention while elevating the enterprise customer experience.

### **Senior Advisor | Rapid-Growth Marketing Automation Platform**

Feb 2021 – Nov 2022

- Promoted three times within 12 months in recognition of elite performance and leadership impact.
- Guided high-growth organizations through strategic platform adoption, resulting in increased feature utilization.
- Designed scalable training programs that reduced support dependency and enhanced customer autonomy.
- **Impact:** Positioned customers for long-term success, directly contributing to platform growth.

### **Customer Support Manager | International Email Marketing Firm**

Sep 2020 – Dec 2020

- Optimized support workflows to improve resolution consistency and operational efficiency during rapid expansion.
- Identified systemic friction points to influence product roadmaps and experience improvements.

Apr 2015 – Dec 2019

**Customer Success Team Leader | Global FinTech Organization**

- Managed and developed a high-performance team, including oversight of 120+ outsourced BPO professionals.
- Increased CSAT to 95% within three months and sustained top-tier satisfaction metrics.
- Selected by executive leadership to represent the firm at a high-profile international FinTech engagement in Paris.
- **Impact:** Built a scalable CS function recognized for operational rigor and measurable outcomes.

**Forwarding Controller | International Logistics Provider**

2014 – 2015

**Assistant Branch Manager | Leading South African Financial Institution**

2011 – 2014

**EDUCATION**

**Matric**

Pearson High School, South Africa

**LANGUAGES**

English (Native/Fluent)