

VANESSA LOPEZ

VP of Customer Success | Customer Retention | Strategic Growth

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SUMMARY

Dynamic leader with a proven track-record in customer success, account management, and project management driving strategic growth and customer retention. Expert in implementing tailored strategies and solutions to drive growth and efficiencies by leveraging data-driven insights to modernize and scale services. Proven success in leading post-acquisition integration, unifying operations, and driving organizational alignment to achieve ideal business outcomes

SKILLS

Mergers & Acquisition Integration | Post-Acquisition Operations Consolidation | Organizational Change Management | Strategic Management | Enterprise Account Strategy | Customer Health Scoring & Risk Management | Net Revenue Retention Strategy | Churn Prevention & Risk Mitigation | Renewal Strategy & Execution | Customer Journey Mapping & Optimization | Lifecycle Revenue Strategy | Expansion & Growth Strategy | Revenue Operations & Forecasting | Scalability Enhancement | Operational Excellence & Process Optimization | Strategic Planning & Execution | Data-Driven Decision Making | Data Analysis & Reporting | Healthcare & Enterprise SaaS | Customer Success & Analytics Platforms

KEY ACHIEVEMENTS



Successful Retention Strategies

Develop and execute strategic vision resulting in a 7% increase in net revenue retention and 2/3 of the customer base entering into a multi-year agreement.



Revenue Growth Modeling

Built and owned revenue growth models across expansion and upsell motions, one driving 55% of new revenue in a fiscal year, and others contributing \$78K in net-new ARR.



Lifecycle Revenue Strategy

Owned lifecycle revenue strategy across renewals and expansions, driving a 5% lift in renewals and greater revenue predictability through multi-year commitments.



Operational Scalability & Efficiency

Reduce implementation time by 25% via scalable processes that enhanced service delivery and business performance.



Successful Renewal Strategies

Successfully removed 40% of all Termination for Convenience clauses and increased company revenue by \$10k in MRR as part of a business sustainability strategy



Product Adoption Acceleration

Drove a 40% increase in product adoption through adoption-focused Customer Success strategy and execution.

EXPERIENCE

01/2022 - Present

Coconut Creek, FL

VP - Customer Success & Delivery (2023 - Present)

MotionPoint

- Own customer retention, expansion, and revenue growth strategies, driving \$60k in net-new annual recurring revenue.
- Oversee the development of data-driven methodologies to measure and improve customer health, churn prevention, lifetime value and overall experience quality.
- Partner with C-suite executives to drive corporate initiatives, influence policy changes, and optimize customer engagement and experience strategies.
- Shaped customer success metrics and reporting, developing a scalable analytics framework that provided actionable insights and contributed to a 20% improvement in satisfaction scores (CSAT/NPS).
- Lead cross-functional collaboration between sales, marketing, and product teams to align go-to-market strategies with customer needs.
- Directed the integration of two companies' operations post-acquisition, successfully aligning processes, systems, and customer touchpoints to ensure a seamless transition and sustained growth.
- Spearheaded customer journey mapping and feedback loops to modernize onboarding, engagement, and support models, driving measurable improvements in customer effort and satisfaction.
- Champion customer advocacy initiatives, including executive engagement programs and advisory boards to strengthen relationships and influence product development.

EXPERIENCE

Sr. Director of Customer Success

MotionPoint

- Established and managed the Customer Success, Project Management, and Training departments, improving operational efficiency by 25% and enabling scalable customer engagement.
- Developed health scoring models to identify at-risk accounts and executed intervention plans resulting in a 5% decrease in churn, increasing early intervention success rates by 30%.
- Led a high-performing team of CSMs and PMs, fostering a customer-centric culture and performance excellence.
- Drove cross-functional collaboration with other departments to ensure seamless customer engagement.
- Provided data-driven insights to leadership, identifying opportunities for service improvements and revenue growth.
- Created customer success plans that optimized satisfaction, reduced churn, and increased long-term retention.
- Introduced customer experience frameworks, including journey mapping and voice-of-customer feedback loops, to improve service models and influence product roadmap decisions.
- Delivered executive-level presentations with key metrics, and strategic recommendations.

08/2016 - 09/2021

Jupiter, FL

Sr. Director of Customer Success

RSI

- Led a high-performing Customer Success team driving product adoption and long-term value across 200+ healthcare customers spanning multiple healthcare verticals.
- Designed long-term customer success strategies to improve satisfaction, retention, and upsell opportunities while aligning with executive business objectives.
- Collaborated closely with C-suite executives, guiding the company's strategic approach to client success and ensuring alignment with overall business objectives.
- Analyzed client feedback and use cases, identifying opportunities for software improvements and helping steer the product roadmap to enhance the customer experience.
- Orchestrated the merger of account management and client services departments into a unified customer success team, driving alignment and streamlining operations.
- Leveraged data-driven insights to measure team performance, set key metrics, and continuously refine strategies for improving client outcomes.
- Directed strategic upsell and renewal initiatives, partnering with executive management to achieve key revenue targets and increase overall company profitability.

Director of Client Services

RSI

- Oversaw the day-to-day operations of the client services department, driving service delivery and improving customer satisfaction scores by 12% for healthcare clients.
- Coordinated cross-functional communication between client services, IT/engineering, and other departments to ensure timely delivery of solutions and resolve customer challenges.
- Collaborated with the customer success team to identify areas for process improvement and contributed to the development of strategies that reduced churn by 6% and improved customer retention.
- Focused on operational improvements to streamline the onboarding/implementation cycle and reduce time-to-value for customers.
- Enforced team accountability, conducted regular performance evaluations, and provided ongoing training and development to ensure the client services team met operational goals.

EDUCATION

Miami, FL

Bachelor of Science in Business Administration and Marketing

Florida International University

Miami, FL

Master of International Business

Florida International University

LANGUAGES

English
Native



Spanish
Native

