Lindsay Carry

Falls Church, VA 22046 | 703-582-0640 | creggerL@gmail.com

linkedin.com/in/lindsaycregger

PROFESSIONAL SUMMARY

Strategic and process-driven Vice President of Customer Success with 15+ years of leadership experience building and scaling CS organizations from the ground up across SaaS in both private and public sectors. Proven success in architecting high-impact playbooks, onboarding frameworks, team structures, and tech stacks that drive 90%+ renewal rates, accelerate time to value, and improve operational efficiency. Trusted leader with a passion for transforming CS into a strategic growth engine.

AREAS OF EXPERTISE

- CS Operations Strategy & Execution
- Tech Stack Optimization (Planhat, HubSpot, Pendo)
- Process Design Across the Customer Journey
- Health Score Frameworks & Risk Modeling
- Data-Driven Insights & Dashboards
- Scalable Playbooks & Enablement
- Segmentation: High-Touch, Digital, Low-Touch
- KPI Development (NRR, GRR, CSAT, CES, TTV)
- Onboarding & Implementation Optimization
- Cross-Functional Alignment (Product, Sales)
- Internal Enablement & CS Training
- Churn Analytics & Root Cause Analysis
- Workflow Automation & Efficiency
- Expansion & Retention Forecasting

PROFESSIONAL EXPERIENCE

Vice President of Customer Success, Federal | Decision Lens – Arlington, VA | Sep 2021 – Jun 2025

- Maintained a 90%+ renewal rate across a $15M+ federal portfolio through success planning and value delivery
- Contributed to doubling ARR from $9M to $18M over 3 years, leading to PE acquisition
- Built CS function from scratch, scaling team from 4 to 9 and creating playbooks aligned to government lifecycles
- Launched structured onboarding program reducing time to productivity by 50%
- Grew customer base 4x (10 to 45+ accounts) while preserving high-touch service through operational redesign
- Deployed Planhat to automate workflows, boosting CS efficiency by 35%
- Drove 2x increase in product training participation through CS-led webinars

- Increased services upsell by 20% through monetized onboarding and success planning

Vice President of Customer Success | Fedmine – Rockville, MD | Sep 2016 – Sep 2021

- Built a full-lifecycle CS function serving 100+ federal SaaS clients
- Achieved a 95% renewal rate through structured workflows and engagement models
- Led $1M+ VA contract as project lead, building CS models tailored to federal procurement
- Integrated CS insights into product planning, improving roadmap velocity and adoption
- Created onboarding/training materials used by Sales and Marketing to streamline activation

Strategic Social Partnerships Consultant | Oracle – San Francisco, CA | Jan 2015 – Jun 2015

- Managed enterprise clients (Clorox, Kohl's, Vans, YouTube) through onboarding, training, and adoption
- Served as trusted advisor to senior stakeholders, aligning product use to business goals
- Collaborated cross-functionally to resolve issues, reducing time-to-value by 30%
- Improved NPS by double digits through strategic advisory and platform optimization

Enterprise Customer Success Manager | Govini – San Francisco, CA | Oct 2013 – Dec 2014

- Developed scalable CS playbooks for onboarding, QBRs, and retention
- Promoted to Enterprise AE after achieving 200% of quota in two months
- Created demo and lifecycle content adopted across departments

Senior Account Manager | Deltek – Herndon, VA | Oct 2010 – Oct 2013

- Created and delivered onboarding/training curriculum for new hires
- Managed 100+ client relationships, driving 95%+ retention through proactive engagement

Client Services Representative | IntraFi – Arlington, VA | May 2009 – Oct 2010

- Supported high-volume onboarding and internal training on proprietary systems

EDUCATION

Virginia Tech, Pamplin College of Business – Blacksburg, VA

B.S., Marketing Management, May 2005

Study Abroad: American Intercontinental University, London

CERTIFICATIONS

- Pavilion: Chief Customer Officer (CCO) School Graduate
- Planhat Certified Power User
- Active Top Secret Clearance

TECHNICAL SKILLS

Microsoft Office Suite, Google Workspace, Salesforce, HubSpot, Planhat, JIRA, Harvest, Asana, Pendo, Canva