

RICHARD G. BRISTOL

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Summary

- Customer Success Executive with 20+ years history of Client Experience focus developing, managing, and driving maximum value with Fortune 500 Enterprise and High Tech Strategic Clients and Partners
- Expertise creating and leading customer success best practices, metrics, strategic roadmaps, and programs for early, mid-stage, and high growth technology startups, and new "startup and high growth" business units within multi-billion dollar companies
- Lead customer success for enterprise clients including Microsoft, Qualcomm, AT&T, Ericsson, Cisco, Time Warner, Charter, Comcast, Cox, Samsung, LG, HTC, Verizon, T-Mobile, Sprint, KeyCorp, Boeing, MapR
- Top Achiever - Multiple Client Excellence and Partnership Leadership awards

Skills

Customer Success, Team Building, Cross-Functional Leadership, CxO Strategic Relationships, Strategic Account Management, Client Onboarding, Sales Enablement, Sales Operations, Program Management, Strategic Alliances, Go-to-Market Strategy and Planning, Digital Marketing, Product Development, Product Marketing, Enterprise Solutions, Strategic Consulting, Solution Selling, Complex Negotiations

Technology Areas Expertise

Digital, Cloud, SaaS, Big Data, Business Intelligence, Analytics, AI, Machine Learning, IoT, Blockchain, Mobile, Video, CRM, ERP, HCM, Salesforce, Microsoft

Work Experience

Gerson Lehrman Group – High Tech Executive Consultant 2018 - Present

Seattle, WA – Advisory Consulting

- Advisory Consulting for IT, Big Data, Analytics, Cloud, SaaS, and AI High Tech Enterprise companies
- Focused on best practices and models for Customer Success, Sales Enablement, Sales Operations and Go-to-Market Strategy

Emtec – Director of Customer Success, Strategic Alliances, Sales Enablement 2016 - 2018

Seattle, WA – Advisory Consulting, Digital Services, Cloud, BI, Analytics, Big Data, AI, ML, IoT, Mobile

- Created Customer Success and Sales Enablement Program to launch, manage, and expand new Digital - Cloud, Big Data, Analytics business unit contributing to increased revenue 10X in first year
- Created and launched Global training and technical onboarding program internally for sales team and externally for key clients to train and onboard their clients
- Implemented Customer 360 and Executive Quarterly Business Reviews to track ROI and KPI's
- Created and managed sales enablement and onboarding program including live and on-line training, resource library of solutions, use cases, datasheets, proposals, etc.
- Developed, enabled, and managed strategic alliances with industry leaders including Microsoft, Amazon, Google, Tableau, MapR, Talend, Qlik, StreamSets, Attunity
- Created engagement plans, tracked customer journeys, and continuously monitored health of accounts
- Built and managed team of Digital Consultants, Big Data/Analytics Trainers, and Solution Architects

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Wefi – Director of Customer Success 2014 – 2016

(Startup acquired by TruConnect), Seattle, WA – Customer Experience/Big Data/Analytics Startup

- Managed key customer accounts including AT&T, T-Mobile, Qualcomm, Charter, Cox
- Established Best Practices and Executive Quarterly Business Reviews to drive customer satisfaction and retention
- Collaborated with Head of Product, CTO, and executive team to drive new products requirements, development and partnered with strategic clients to develop 3-year roadmaps

ServicePower - Director, Strategy and Partnerships 2013 – 2014

(SaaS company acquired by Diversis), Seattle, WA – Enterprise Software/SaaS/Analytics Startup

- Created Company's Field Service Management SaaS/Mobile/Analytics Go-to-Market and Delivery Strategy
- Built pipeline of \$20M+ targeting Internet of Things (IoT), Connected Car, Fleet Management, Telecom, Cable, Utilities, Transportation, Manufacturing, Retail, Healthcare, Oil & Gas, Financial verticals
- Developed and managed SaaS channel partnerships and processes with AT&T and Microsoft

Root Metrics – Director of Customer Success, North America 2012 – 2013

(Startup acquired by IHS Markit) Seattle, WA – Customer Experience, Big Data and Analytics Startup

- Led new customer experience product offering trials to improve clients' business processes
- Customer Success lead for T-Mobile, Samsung, HTC, LG, Cricket, and MetroPCS accounts
- Evaluated and implemented CRM, Digital Marketing and Sales Enablement tools including Salesforce

Nexius - Director of Consulting and Professional Services, Americas 2010 – 2012

Seattle, WA – Software and Services Startup - Business Strategy, Technology Consulting, IT, BI, Analytics services

- Head of delivery and customer success for AT&T, Verizon, Qualcomm, T-Mobile, Sprint, MetroPCS, Cricket, Nextel International accounts
- Top Performer Award for Customer Excellence – contributed \$12M renewal revenue across accounts
- Built and managed Customer Success teams – Service Managers, Program Managers, and Consultants
- Established QBRs, Account Engagement Plans, and joint strategic roadmaps

Tatara Systems - Head of Global Partnerships, Client Services, and Marketing, 2006 – 2010

(Startup sold twice - first to Smith Micro, and then to Taqua) Seattle, WA – Software/Analytics Startup

- Created, enabled, and managed global partnerships with Microsoft, Cisco, Qualcomm, Intel and Ericsson, contributing to \$25M annual recurring licensing revenue
- Managed and developed Global Account teams, Sales Engineers, and customer service resources

InCode - Director of Consulting and Client Services, North America 2002 – 2006

(Startup acquired by Verisign), Seattle, WA – Software/Consulting Startup

- Achieved inCode CEO Excellence Award - Increased client revenue 500% in year one and 200% in year two
- Head of delivery and customer success for AT&T, Verizon, T-Mobile, Honda, Toyota, Ericsson, Nortel accounts
- Established QBRs, Account Engagement Plans, and customer journey roadmaps

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Triton Network Systems – Global Program Manager 2000 – 2002

(IPO Startup) Seattle, WA – Software Defined Networking Startup

- Managed \$35M contract renewal and delivery with largest client, ART, to launch successful \$82.5M IPO
- Conducted client weekly, monthly and Quarterly Business Reviews - Collaborated with Head of Product, CTO, Engineering and executive team to drive new products requirements and features to enable customer success

Sprint – Global Program Manager, Strategic Accounts 1998 – 2000

Seattle, WA – Global IT and Communications Service Provider

- Developed and managed \$30M+ annual recurring revenue for Microsoft, Boeing, and Weyerhaeuser
- Managed internal teams and Global Partners to deliver solutions and exceed clients' SLA's
- Received Sprint Values Excellence Awards each year for top performance

Education

Seattle University, Seattle, Washington - Master of Business Administration program

University of Washington, Seattle, Washington - B.S. Electrical Engineering, Honors - Cum Laude

Training

Executive training, solution selling, marketing and project management training programs:

Miller Heiman, Dale Carnegie, Holden Power Base Selling, PMP Certification program