

# XAVIEL PEREZ

Miami – Fort Lauderdale, FL • xp3perez@gmail.com • linkedin.com/in/xavipz

---

Customer Success Manager with a decade of customer-facing, revenue, and account ownership experience across SaaS, enterprise technology, and direct-to-consumer environments. Currently managing approximately 100 upmarket accounts at Jamf (Apple Mobile Device Management) totaling \$4.6M in combined ARR, with individual accounts reaching \$300K+. I use Gainsight health scoring, predictive risk signals, and structured playbooks to protect renewals, accelerate expansion, and deliver measurable outcomes. Certified in CS Operations, ITIL 4, and Sandler sales methodology. Multilingual in English, Spanish, and Portuguese.

Outside of the day-to-day, I build agentic AI workflows and no-code automation systems, including a first AI agent, focused on compressing the gap between CS insight and customer action.

---

## EXPERIENCE

### Jamf

Jul 2024 – Present

*Customer Success Manager — Remote, United States*

#### Upmarket Customer Success Manager

Jan 2026 – Present

Support approximately 100 enterprise organizations with 1,000 or more employees across a \$4.6M ARR portfolio, partnering with executive and technical stakeholders on retention, expansion readiness, and value realization across Apple MDM deployments.

- Achieved 99% or higher GRR in consecutive quarters with 108% average NRR in 2026, reflecting net expansion across the upmarket portfolio rather than simple renewal retention.
- Own the full renewal strategy across a complex, multi-stakeholder book of business, identifying adoption gaps, technical blockers, and organizational risk well before they become churn conversations.
- Serve as the primary strategic partner to executive and technical stakeholders at large, multi-department organizations, navigating competing internal priorities and maintaining trust across the full account lifecycle.
- Conduct executive business reviews focused on customer outcomes rather than product usage, connecting deployment health to measurable business impact and framing renewal conversations around demonstrated value.
- Build and maintain structured account plans and success criteria for each key account, ensuring alignment between customer goals and platform capabilities throughout the year.
- Leverage AI-assisted workflows to surface account signals, accelerate QBR preparation, and generate follow-up drafts, reducing time between insight and customer action across the full portfolio.
- Partner cross-functionally with Account Executives, Solutions Engineers, Support, and Product to resolve complex escalations and convert at-risk situations into retained or expanded revenue.

#### Mid-Market Customer Success Manager

Jul 2024 – Dec 2025

Managed 80 or more accounts ranging from \$75K to \$150K ARR across North America and LATAM, including a strategic enterprise account in Brazil at approximately \$280K ARR.

- Owned \$10M or more in combined portfolio ARR, driving retention and expansion through adoption-focused engagement and proactive risk management.
- Used Gainsight health scoring, risk signals, and Salesforce data to detect churn indicators early and guide playbook execution, protecting renewals and supporting ARR growth.
- Collaborated with Support, Product, Engineering, and Sales to resolve escalations and convert at-risk accounts into retained or expanded revenue.
- Led QBRs, deployment evaluations, and renewal planning across LATAM in English, Spanish, and Portuguese, building executive trust in high-context, relationship-driven markets.

### Kaseya

Sep 2022 – May 2024

*Account Manager — SLED & Enterprise — Miami, FL*

Drove ARR growth and full-cycle account ownership within Kaseya's Spanning division, a cloud backup and SaaS data protection product, across a SLED and enterprise portfolio covering acquisition, onboarding, adoption, renewals, and expansion.

- Recognized as #1 Account Manager in Q1 2024, managing approximately 150 accounts totaling \$3M or more in ARR while personally driving \$510K in new ARR through cross-sell and expansion.

- Identified at-risk accounts through usage monitoring and customer sentiment signals, enabling proactive interventions that consistently exceeded retention and revenue targets.
- Led structured QBRs and adoption reviews to increase platform utilization and coordinated with channel partners including CDW on complex multi-stakeholder renewals and pricing.

### Homeward

Aug 2021 – Sep 2022

*Customer Success Manager — United States*

- Managed 300 or more partner relationships with real estate agents as the primary point of contact across onboarding, adoption, and retention at Homeward, a real estate fintech enabling cash offers and buy-before-you-sell transactions.
- Designed enablement sessions that accelerated partner time-to-value and collaborated cross-functionally to surface recurring pain points and improve the overall partner experience.

### Keller Williams

Mar 2021 – Dec 2022

*Realtor — Miami, FL*

- Managed residential transactions averaging \$570K in the Miami market and was recognized as Rookie of the Quarter in Q3 2021 for listings and negotiation performance.

### Apple

May 2017 – Aug 2021

*Product Specialist to Business Expert — Fifth Avenue Flagship, New York, NY*

Promoted from the sales floor to Apple's dedicated in-store Business Team at the Fifth Avenue flagship, working exclusively with SMB owners and operators on Apple hardware, software, and workflow integration.

- Served as a trusted advisor to SMB owners, diagnosing business needs, recommending Apple-first solutions, and building repeat-client relationships through consistent follow-through and genuine investment in client outcomes.
- Led product education, live demos, and hands-on adoption guidance for business customers deploying Apple devices, MDM tools, and productivity workflows across their teams.
- Developed early expertise in Apple ecosystem architecture covering hardware, OS, MDM, and app deployment, which directly underpins later specialization in Apple device management at Jamf.

### Brookstone

Aug 2006 – May 2017

*Multi-Unit Store Manager — Greater NYC Area*

- Managed 3 locations generating \$7.5M annually, ranked Top 5 in regional KPIs, hired and developed teams across all locations with a focus on operational excellence and consistent performance.
- Oversaw full P&L responsibility, staff scheduling, inventory, and vendor relationships across all three locations, building the operational and people management foundation that carries directly into running high-complexity CS portfolios today.

---

## CORE COMPETENCIES & TOOLS

<b>CS Platforms</b>	Gainsight (health scoring, renewals, AI insights, playbooks, NRR/GRR reporting), Salesforce CRM
<b>CS Methodology</b>	Churn prediction, renewal management, QBR design, expansion plays, health scoring, NRR/GRR optimization
<b>AI &amp; Automation</b>	Gainsight AI for predictive risk and health scoring; Claude (Anthropic) for account strategy, engagement prep, and follow-up generation; Otter.ai and Gong for call intelligence; no-code agent workflows
<b>Productivity</b>	Microsoft 365, Google Workspace, Jira, Confluence, Slack, Zoom, Loom
<b>Intelligence</b>	LinkedIn Sales Navigator, ZoomInfo
<b>Languages</b>	English (Native)   Spanish (Fluent)   Portuguese (Intermediate)

## CERTIFICATIONS

- Certified Customer Success Manager (CCSM) — Level 3 — SuccessHACKER
- Customer Success Operations Certificate — Gainsight
- Advanced CSM Certified Professional — Gainsight
- Customer Success Manager Certified Professional — Gainsight
- ITIL 4 Foundation
- Sandler Strategic Customer Care
- Jamf Certified Tech — Jamf Pro
- Microsoft Certified: Azure Fundamentals
- Microsoft 365 Certified: Fundamentals
- Microsoft Certified: Security, Compliance & Identity Fundamentals

---

## EDUCATION

- New Jersey City University — Business Administration & Management
- Hudson County Community College — Business Administration & Management