

# John R. Scott

Revenue Operations & Customer Success Leader

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## PROFESSIONAL SUMMARY

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Revenue Operations and Customer Success leader with 20 years across the full go-to-market motion: customer success, account management, and marketing. I own the revenue lifecycle end to end. Across enterprise SaaS and multi-channel commerce I have grown ARR, lifted net revenue retention through renewal and expansion motions, and reduced churn using health scoring, funnel analysis, and forecasting. I build the systems behind those numbers, from KPI dashboards and pipeline and attribution reporting to CRM data hygiene across Salesforce, HubSpot, Gainsight, and Tableau. My background is grounded in quantitative analysis, and I deploy AI in production across the revenue stack rather than evaluating it on the sidelines.

## CORE SKILLS

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Revenue Operations • Net Revenue Retention • Expansion & Renewal Operations • Pipeline, Funnel & Attribution Analysis • Revenue Forecasting • GTM Process Design • Churn Mitigation & Health Scoring • Cross-Functional Leadership  
Salesforce • HubSpot • Gainsight • Tableau • SQL • Excel • Google Analytics • CRM Administration & Data Hygiene • Workflow Automation • AI Deployment Across the Revenue Stack

## PROFESSIONAL EXPERIENCE

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### Revenue Operations & Customer Success Consultant

March 2024 – Present

*Wagons West LLC, RevOps & GTM consultancy | Arizona*

- Designed and ran data-driven revenue strategies for SaaS and multi-location retail clients, building the structured renewal and expansion motions behind net retention and account growth.
- Led GTM systems evaluation and CRM and commerce platform selection across a three-location retail operation, aligning tooling with revenue goals.
- Built pricing, margin, and fixed-overhead models from raw financial data, and designed the lifecycle and health-scoring frameworks used to flag churn risk.
- Built revenue performance and attainment dashboards across five sales channels using Salesforce, Tableau, and Gainsight, giving ownership real-time pipeline visibility.
- Deployed AI automation across the revenue funnel, including structured-data schema, content generation, and workflow automation, and documented the repeatable playbooks behind it.

### Senior Customer Success Manager

March 2022 – April 2024

*Showpad, sales enablement platform | Remote*

- Owned net revenue retention across a \$3.5M+ ARR enterprise and mid-market book, running the expansion strategy and AI-assisted account analysis behind its growth.
- Built and ran the expansion pipeline for the book, using data-driven targeting to prioritize upsell while protecting gross retention.
- Analyzed account and usage data with predictive scoring to flag churn risk and surface expansion signals early.
- Partnered across sales, product, and marketing to align the post-sale revenue motion and close process gaps, and ran a customer-to-product feedback loop that fed roadmap prioritization.

### Senior Client Success Director

October 2020 – February 2022

*Exactera, enterprise tax & compliance software | Remote*

- Owned the renewal motion for a complex enterprise compliance portfolio, pairing tax and transfer-pricing guidance with disciplined account management.

- Managed a \$3.25M+ ARR portfolio, leading the renewal negotiations and expansion conversations across the client base.
- Directed implementation and solution-architecture teams, standardizing the onboarding process to speed time-to-revenue.
- Drove proactive risk mitigation through early-warning monitoring and structured remediation to protect retention.

### **Customer Success Director**

January 2014 – October 2020

*Enspire for Enterprise, franchise & multi-location digital marketing | Remote*

- Owned enterprise account growth at the intersection of marketing and success, driving it through demand generation, audience targeting, and campaign optimization.
- Managed a \$3.6M+ ARR portfolio, leading the renewals and negotiations that sustained it in competitive markets, with ROI tied to demand-generation spend.
- Influenced product and GTM strategy across lines to lift adoption.
- Served as the central cross-functional liaison across sales, marketing, and delivery, coordinating implementations around shared revenue outcomes.

### **Director of Marketing**

June 2012 – December 2014

*Gearfire, e-commerce & marketing tech, sporting goods retail | Scottsdale, AZ*

- Led multi-channel demand-generation strategy to build brand visibility and product adoption in the sporting goods sector.
- Aligned marketing, sales, and support on shared campaign metrics and consistent messaging.
- Built B2B go-to-market and enablement assets tied to revenue objectives across partner divisions.
- Analyzed funnel and engagement data in Google Analytics and Salesforce to sharpen targeting and attribution.

## **CERTIFICATIONS**

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- Certified Customer Success Manager (CCSM), SuccessCOACHING, 2023
- Google Prompting Essentials Specialization
- Introduction to Prompt Engineering for Generative AI, LinkedIn Learning, 2026
- Microsoft Copilot: The Art of Prompt Writing, LinkedIn Learning, 2026
- Generative AI for Digital Marketers, LinkedIn Learning, 2026