

# Simon Cooper

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## Customer Success Director

Customer Success professional of 10+ years at individual contributor and team leader levels. Experience across a Fortune 500 company through to a Series A startup. Focused exclusively on Enterprise accounts with \$6.3m and \$7.4m ARR books of business in my last two roles. Directly contributed to revenue with a \$700k upsell and turned a potential \$20k compensation request into a 23% upsell.

### WORK EXPERIENCE

#### **SF Cooper Ltd** **01/2025 - Present** **Founder**

- Delivered 23 engagements on guidance and coaching for strategic QBRs.
- Created a full product offering of on-demand courses and 1:1 coaching
- Witnessing a growing community with members from companies such as Salesforce, CloudKettle and Medallia

#### **Dataiku** **08/2023 - 12/2024** **Enterprise Customer Success Manager**

- Managed the largest book of business in the UK of 4 Enterprise accounts worth \$6.4m ARR from onboarding through to renewal.
- 100% GRR and 122% NRR vs 120% target
- Up-sold £80k services package after instigating a global QBR with a strategic customer with 18 stakeholders across 7 teams
- Worked closely with Sales to close \$700k upsell of 150 additional seats of largest account in the region
- Increased license adoption by 17% through a proactive "Adoption Drive" project
- Saved \$200k ARR on one account by implementing a new Red Account process
- Created and delivered bi-annual customer workshop of 14 Super Users with 4.8/5 satisfaction score
- Discovered a project worth a potential £20m in customer savings through awareness of data management issues
- Strategic clients included Aviva, Chubb, Diageo and Unilever

#### **Salesforce** **04/2019 - 07/2023** **Senior Principal Success Manager**

- Managed a \$7.4m ARR book of business of 13 accounts across EMEA markets working with Implementation and Renewals teams
- Recorded a 98% customer retention rate, against a target of 90%
- Recorded an average 115% NRR over four years versus team average of 97%
- Delivered change management with 13 CSMs to adopt new engagement process with 100% adoption in less than 2 months
- Created new QBR Framework for the team that was even adopted by a German client for their own meetings
- Planned and delivered an End of Year Show remote workshop for 80 users in 18 markets with 4.3/5 satisfaction score
- 100% account plan coverage for 6 strategic accounts.
- Strong relationship building with decision makers at accounts such as Barclays, Liverpool FC, Virgin Money and WPP

**Kupr Consulting Ltd**  
**Founder And Principal Consultant**

09/2018 – 04/2019

- Provided strategic customer success consulting services to B2B SaaS start-up companies.
- Drove new business through digital marketing. Published thought leadership articles via email and LinkedIn Caught the attention of a hiring manager within Salesforce and was offered a permanent position.

**Affinio**  
**Director Of Client Success**

07/2017 – 08/2018

- Responsible for the entire \$3.3m EMEA regional book of business through onboarding, upsell and renewal.
- Managed a team of 4 staff: 2x CSMs, Training Manager, and Partner Manager across NYC and Halifax, Canada.
- Directly involved in \$810k of new business, assisting EMEA VP of Sales in closing deals
- Increased NRR from 85% to 117% in one year
- Strategic clients included Amazon, BBC Studios, Google, Havas Media, Sony Music and Unilever

**Skai (fka Kenshoo)**  
**Client Success Director**

05/2012 – 12/2016

- Managed the Southern Europe team of six CSMs in London, Paris and Munich covering \$3.5m ARR
- Turned a \$20k compensation request into a 23% upsell through a bespoke onsite visit to headquarters
- My team achieved revenue growth of 294% between 2012 and 2015, against 140% target
- Renewed the region's largest client 6 times in a row versus the average tenure of 4 years
- Utilised Salesforce and Gainsight to report on product adoption and identify churn risks.
- Worked directly with key client's, including Accorhotels, Amazon, Nike, Skyscanner, Tesco Bank, Yell and Yoox.

EDUCATION

**BA Business Studies**  
University Of Plymouth

CERTIFICATIONS

**Data Science Fundamentals & Product Certifications**  
Dataiku

08/2024 – Present

**Marketing Cloud Email Specialist**  
Salesforce

03/2023 – 02/2024

**Accelerate Aspiring Leaders**  
Salesforce

AWARDS & SCHOLARSHIPS

**Top 100 Customer Success Strategist**  
Mindtouch

03/2018