

MIKE MONAN

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SUMMARY

Highly driven, creative, and results-focused customer acquisition and expansion leader with a focus on Customer Success, Sales and Solutions Engineering, and Technical Solutions with extensive technical expertise in web content delivery, open source, services, technical architecture, database, search, and digital experience management.

- Proven ability to build and lead world-class teams that deliver exceptional prospect experiences and customer solutions - accelerate value realization while remaining highly engaged.
- Track record of successfully driving sustainable ARR growth and effectively defending customer retention.
- Cross functional leader leveraging an entrepreneurial mindset with a data-driven approach underpinned by a strong technical foundation.

SKILLS & STRENGTHS

Leadership & Strategy: People Leadership, Cross-Functional Leadership, Team Building & Development, Strategic Planning, Business Development, Territory Development, KPI-Based Management, Data-Driven Decision Making, Executive Reporting & Communication.

Customer Experience: Customer Success, Customer Engineering, Client Relations, Customer Retention, Customer Success Strategy, Time to First Value (TtFV), Customer Journey Mapping, Proactive Engagement, Customer Health Scoring, NRR/GRR Improvement, Churn Reduction, Customer Advocacy, Customer Support.

Technical Expertise: Software Architecture & Engineering, MySQL, SSO, Services Integrations, Application Usability, Web Personalization, Enterprise Compliance & Security, Web Stack Performance & Scalability, Web Content Management, DevOps, WebOps, Open Source Web Application Technologies, Search, Project Management, Technical Consulting, Implementation Services.

Sales & Solutions Engineering: Sales Engineering Leadership, SaaS/PaaS Solution Selling & Delivery, Value-Based Selling, Sales Process Optimization, Deal Review & Participation, Forecasting & Reporting, New Product GTM, Demo Automation, Demo2Win, Win Rate Improvement, ASP Growth.

PROFESSIONAL EXPERIENCE **SPECRIGHT** **Vice President, Customer Success**

Tustin, CA
9/2024 – Present

- Leading 35 customer-facing technical strategy and operations professionals, encompassing Sales Engineering, Professional Services (Implementation, PMO, Architecture), and Customer Support teams.
- Spearheaded the strategic vision for Customer Success (pre- and post-sale), mapped the entire customer lifecycle, defined clear CS roles & responsibilities, and implemented proactive engagement plays targeting key milestones for initial technical win, onboarding, product adoption, retention, and expansion.
- Establishing foundational Customer Success KPIs and reporting frameworks (incl. NRR, CHS, Time-to-First-Value - TtFV, On-Time/On-Budget Delivery, utilization, and CS Margin) to drive data-driven improvements in prospect and customer outcomes.
- Designed and championed the implementation of proactive Customer Success Manager (CSM) and Technical Account Manager (TAM) functions to bolster NRR, and support AM function.
- Focusing our PS teams on accelerating TtFV, capacity creation via partner ecosystem creation and support, location strategy, utilization and margin creation.
- Boosted Professional Services & Support team utilization from 60% to >70% within 4 months, improving operational efficiency.

- Improved Professional Services profitability from negative to +5% margin within 6 months by optimizing pricing and discount strategy, implementing stricter change control processes, & enhancing partner governance.
- Reduced project backlog by 25% within 6 months, accelerating time-to-value and freeing up needed team capacity.
- Improved reactive support efficiency, reducing ticket response times by 18.7% and resolution times by 42.4%, shifting the team's approach to enabling customer administrators for better self-service.
- Collaborating with Product and Engineering to enhance product capabilities, aiming to streamline implementation and reduce historic reliance on PS.
- Reporting key metrics and insights to the ELT and board, highlighting trends, successes, challenges, and opportunities.

PANTHEON

Vice President, Global Sales & Solution Engineering

San Francisco, CA

5/2018 – 8/2024

- Promoted through multiple roles, starting as a player-coach Sales Engineering Manager at ~\$20M revenue, progressing to Director and Sr. Director, and ultimately leading a global cross-functional Solutions team as VP through Pantheon's growth to over \$120M ARR.
- Ultimately led a global team of 5 leaders and 42 ICs across Sales Engineering, Solutions Architecture, Technical Consulting, Project Management, and Implementation, fostering a high-performance culture with 90%+ team member retention and consistently high engagement scores.
- Secured average customer retention rates above 90% over six years, working directly with other CS Leaders to deliver technical partnership and plays to our customers.
- Drove over \$100M of Pantheon's contract customer growth.
- Architected and evolved the Solutions organization to optimize TtFV and own the technical solution across the customer journey, directly supporting retention and growth initiatives.
- Achieved significant sales effectiveness outcomes, including 100% growth in Average Selling Price (ASP) on SE-involved deals, and win rates of 30-40%+ post-Discovery, and 80%+ post-Propose.
- Led strategic cross-functional initiatives that resulted in:
 - Influenced Product/Engineering roadmaps based on Sales/CS data, mapping >\$120M in experience gaps to product initiatives.
 - Optimized GTM strategy for best-fit segments, leading to a ~25% reduction in cost of acquisition, a 12% increase in win rate, and a 25% decrease in sales cycle length for a newly defined Commercial selling team.
 - Successfully retained 7 highly talented Sales Engineers during reductions in force by staffing them in other business areas, where they continued to add value.
- Evolved GTM messaging, sales practices, and partner strategies to focus on customer business outcomes and the value of the platform for WebOps teams.
- Led through outcomes and data, enabling teams to scale and drive change via process/tooling innovation, data insights, and cross-org collaboration.
- Contributed strategic insights and performance reporting in Executive and Board of Director meetings.
- Additionally, led the SMB and Midmarket direct selling teams (2023-2024), focusing on sales methodology, hiring, target achievement, process improvement, and forecasting.

ACQUIA

Solutions Architect

Boston, MA

3/2014 – 3/2018

- Worked as a pre- and post-sale consulting technical architect and evangelist with our sales team and prospective clients in all industry sectors – from startups to Fortune 100 enterprises, health systems, universities, and governments.
- Investigated, researched, scoped, proposed, and presented best-of-class Acquia Product and Drupal CMS solutions for enterprise-grade web sites and applications,

solving complex business problems around centered around content management, multi- and omni-channel content personalization, customer lifecycle journey, digital asset management, content sharing across channels, content search and retrieval, and platform security, compliance and scalability.

- Augmented and collaborated with Acquia's Professional Services team to deliver Discovery workshops to new customers, ensuring the best solution was put in place.
- Acted as a key conduit between our sales team, our engineers, and our Professional Services team, both helping sales staff to better position Drupal and Acquia's products and services, as well as bringing feedback from customers back into the development of new products and processes.

JOHNSON & JOHNSON – WELLNESS & PREVENTION
Senior Drupal Architect / User Interface Architect

Ann Arbor, MI
6/2011 – 3/2014

- Responsible for Drupal/MySQL presentation tier implementation oversight during a multi-year system re-architecture effort moving our digital health coaching platform to a new multi-tier Service Oriented Architecture.
- Led resolution of any critical production issues within our presentation tier.
- Defined and managed the technology roadmap and strategy for implementation of our products' presentation software, including identification and evaluation of emerging technologies that could be used to enhance it.
- Responsible for ongoing performance and scalability evaluation and enhancement of our products' presentation software infrastructure.

SWITCHBACK, LLC
Principal & Founder / Director of Sales

Ann Arbor, MI
9/2007 – 3/2011

- Built, oversaw, and managed a team of 12 engineers, project managers, and graphic designers.
- Built, oversaw, and managed a sales team whose revenues grew from \$0 to \$1M/year. Total number of clients over 3.5 years was approximately 35 with 50 projects in total.
- Built both a service-based side of the company focused on the Drupal open-source web CMS as well as a PaaS product focus of the company based around CiviCRM, an open-source CRM product.
- Put customer service training initiatives in place for all employees.
- Directly managed all usability initiatives within the organization.
- Built all aspects of the business from the ground up: sales, operations, and technical delivery.

EDUCATION

UNIVERSITY OF MICHIGAN - Ann Arbor, MI

Master of Information Science (Human Computer Interaction – Research Focus on Information Retrieval)

UNIVERSITY OF MICHIGAN - Ann Arbor, MI

Bachelor of Science in Engineering (Computer – Software Engineering)

PATENTS & PUBLICATIONS

- Brinck, T., Ha, S., Pritula, N., Lock, K., Sperdelozzi, A., Monan, M. (2003). Making an iMpact: Redesigning a Business School Web Site Around Performance Metrics. In DUX 2003: Designing User Experiences, San Francisco, CA, June 2003.
- Patent 6,256,622: Logical Division of Files Into Multiple Articles for Search and Retrieval.