

Jared Hugh Martin

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Profile Summary

Customer Success leader with over 20 years' experience managing teams, driving customer engagement, and delivering exceptional customer outcomes. Proven track record in strategic renewal processes, team leadership, and value-driven customer success initiatives. Adept at fostering strong cross-functional collaboration to enhance customer experiences and achieve best-in-class retention rates.

Professional Experience

Manager Customer Success

Henry Schein One, Utah | **Remote** | 2021 - 2024

- Spearheaded the growth of the Customer Success team from 6 to 20+ members, ensuring top-tier onboarding, development, and retention.
- Managed a \$27 million Monthly Recurring Revenue (MRR) portfolio, overseeing 35,000+ customers, and achieved a 16% improvement in customer satisfaction scores.
- Collaborated with Sales, Product, and Marketing teams to implement customer-centric strategies, resulting in a 27% reduction in churn over two years.
- Developed and executed a customer health scoring system, utilizing data analytics to address potential risks and enhance value realization proactively.
- Led a team to recover over \$500,000 in lost revenue through process optimization and strategic customer engagements.

Customer Success Manager

Henry Schein One, Utah | **Remote** | 2020 - 2021

- Managed a portfolio of customer accounts, tailoring contracts to align with client needs, and consistently meeting or exceeding targets.
- Mentored and developed junior staff, promoting a culture of continuous improvement and professional growth.
- Utilized Salesforce to enhance customer relationship management, improving efficiency and customer satisfaction.

Owner & Managing Director

Rockwell Media, Driffield UK/Provo UT | **Remote** | 2008 - 2020

- Led the design and execution of multimedia marketing solutions across various sectors, driving targeted growth for SMEs and international clients.
- Developed and implemented strategies that resulted in significant market expansion and increased revenue for clients, reinforcing Rockwell Media's reputation as a top-tier marketing service provider.
- Managed a cross-functional team, aligning their efforts with strategic goals to deliver high-impact marketing campaigns that consistently exceeded client expectations.
- Established and maintained strong relationships with key stakeholders, fostering long-term partnerships and ensuring continued business success.

Sales Account Manager

TIR Training Services Limited, Beverley UK | 2010 - 2011

- Managed corporate accounts, promoting driving and management training packages to national and international transportation companies.
- Delivered impactful presentations to large groups, as well as one-on-one sessions at the board level, effectively communicating the value of training services and driving sales growth.
- Played a key role in expanding the company's client base, contributing to increased revenue and market penetration in the transportation sector.

Sales & Marketing Director

Pentagon Yorkshire Ltd., Leeds UK | 2005 - 2008

- Led the company in supplying and installing security film and window tinting for high-end vehicles, managing all aspects of business operations, including accounting, staffing, and customer relations.

- Successfully increased the customer base by over 35% and boosted business turnover by more than 80% within 18 months, driving significant growth and profitability.
- Built strong relationships with international dealers, positioning the company as a trusted provider in the luxury vehicle market.

Sales Consultant

Yell Limited, Leeds & Leicester Cluster | Hybrid | 1999 – 2005

- Maintained and grew customer accounts within designated geographic areas, consistently achieving sales figures over 20% above target throughout a six-year period.
- Developed and implemented a new sales strategy, training program, and presentation approach, which were adopted company-wide, earning recognition for Business Excellence in Innovation and Creativity.
- Established and nurtured long-term relationships with clients, contributing to high customer retention rates and sustained revenue growth.

UK Sales Manager

Monitor Audio Plc, Cambridge | 1997 – 1999

- Managed account relationships and sales across the UK, driving marketing initiatives and organizing large-scale exhibitions to promote company products.
- Achieved a 25% increase in the dealer base within six months, significantly expanding the company's market presence and contributing to national press coverage.
- Collaborated with retailers to enhance product visibility and sales, positioning Monitor Audio as a leading brand in the industry.

Skills and Achievements

Leadership and Team Development

- **Transformational Leadership:** Expert in leading teams through periods of rapid growth and change, ensuring smooth transitions while maintaining high morale and productivity.
- **Coaching and Mentorship:** Strong advocate for employee development, providing mentorship that leads to high retention rates and internal promotions, cultivating a culture of continuous learning.

Strategic Vision and Execution

- **Strategic Planning:** Skilled in developing and executing strategies that align with company goals, driving long-term success and market positioning across diverse industries.
- **Process Optimization:** Proven ability to identify inefficiencies and implement solutions that streamline operations, maximize profits, and recover significant lost revenue.

Communication and Stakeholder Engagement

- **Executive Communication:** Adept at communicating complex ideas clearly and persuasively to senior leadership, stakeholders, and large audiences, fostering alignment and support for key initiatives.
- **Stakeholder Management:** Expertise in building and sustaining relationships with internal and external stakeholders, ensuring mutual goals are met and sustained over time.

Innovation and Problem Solving

- **Creative Problem Solving:** Recognized for innovative approaches to overcoming challenges, whether through developing new sales strategies, reimagining marketing campaigns, or enhancing customer experiences.
- **Change Management:** Experience in guiding teams and organizations through transformative changes, ensuring that transitions are smooth and objectives are achieved without disruption.

Recognition and Awards

- **CSM of the Year:** Awarded for top Customer Success Manager performance at Henry Schein One in my first year, recognizing outstanding contributions to customer satisfaction and account management.
- **Business Excellence in Innovation and Creativity:** Recognized for developing groundbreaking sales and training programs that were adopted company-wide, driving significant business impact.

Interests

I enjoy spending quality time with my family and tackling woodworking and DIY projects. I'm passionate about the outdoors, regularly engaging in activities like walking, cycling, pickleball, and racquetball. Additionally, I love to travel and explore new places, continually enriching my perspective personally and professionally.