

Steve Pritchard

Philadelphia, PA

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SUMMARY

- 10+ years of experience in Customer Success Management, Consulting, and leading clients through strategic initiatives across multiple industries with a focus on finance and marketing
- Led cross-functional efforts aimed at driving customer engagement and adoption, resulting in a 100% renewal rate in 2024/25
- Presented Quarterly Business Reviews to client Executive Leadership and key stakeholders highlighting strategic wins and opportunities for growth
- Developed and implemented growth plans for Fortune 500 companies resulting in up to 8x ROI on 7-figure agreements

PROFESSIONAL EXPERIENCE

Persado

Remote / Philadelphia, PA

Sr. Customer Success Manager

Mar 2024 – January 2026

Persado is a global AI tech company specializing in digital marketing technology. Using machine learning and its proprietary LLM it helps marketing organizations identify and utilize language in their marketing content that is statistically proven to motivate their customers to take action.

- Reporting to a Director of Customer Success and responsible for 3 enterprise accounts with an average contract value of \$1.5M I manage the overall client relationship and value realization
- Developed email test plan that drove 100% utilization of the platform and double-digit lift of average open, click, and conversion metrics
- Onboarded 3 new client teams in 2025, and led expansion into 2 additional marketing channels resulting in increased consumption and greater ROI for the client
- Partnered with clients on ROI tracking and reporting models resulting in real-time valuations and actionable business decisions
- Created executive level outreach plan for expansion into new lines of business

Optimizely

Remote / Philadelphia, PA

Customer Success Manager - Web Experimentation

Dec 2021 – Feb 2024

Optimizely is a global martech company offering a digital experience platform that enables businesses to create, optimize, and manage personalized digital experiences for their customers through experimentation, content management, e-commerce, and marketing automation.

- One of 7 CSMs, reporting to the Sr. Manager of Customer - East , and responsible for developing client relationships, product expansion and contract renewals
- Managed ~50 accounts consisting of mid-market and enterprise businesses and an average contract value of ~\$150K
- Successfully negotiated renewals and maintained a customer renewal rate >90% YoY
- Work directly with day-to-day stakeholders to ensure product knowledge and utilization
- Work cross functionally with customer onboarding team in developing customer onboarding plan accelerating the time-to-value

Deloitte Consulting, LLP
Consultant

Harrisburg, PA
Sep 2017 – Feb 2021

Deloitte is a global management consulting firm with more than 173K employees in the U.S. across 130 offices and recorded \$33B in revenue in 2024, providing professional services to 90% of the Fortune 500.

- Reported directly to the Human Capital Sr. Manager and led the overall organizational change management efforts on 3 financial services ERP projects
- Identified hundreds of SAP S/4HANA, Ariba, and Oracle Cloud Financial change impacts and developed risk mitigation strategies across general ledger, fixed assets, and procure-to-pay workstreams
- Led 2 offshore practitioners through the training content development, review, and approval process
- Presented milestone progress and project risks to executive leadership in weekly status meetings
- Worked cross functionally with development, strategy, and project management teams to deliver end-user training to geographically dispersed finance teams

Solution Analyst

Sep 2015 – Aug 2017

- Reported directly to the Organizational Change Management lead, responsible for the training material development, review, and approval processes on an Oracle Retail - Forecast and Demand Planning project
- As one of 2 Change Management Consultants, contributed to the development of change management, communication, and training deliverables
- Developed, implemented, and analyzed change readiness assessment required to gauge end-user preparedness for go-live
- Co-led Change Agent Network consisting of 10-15 individuals across 2 business units representing the interests of more than 75 end-users

Solution Associate

Sep 2013 – Aug 2015

- Reported to the software test lead and was responsible for the design and execution of test scripts on various Health and Human Services application releases
- Led daily status meetings and reported on open defects for a team of 12 application testers
- Executed 15-20 test scripts per release
- Uncover and log additional defects in Microsoft Team Foundation Server

EDUCATION

Indiana University of Pennsylvania, *B.S. Communication Media*

University of Phoenix, *A.A. Information Technology – Web Design*

University of Pennsylvania, *Penn LPS Coding Bootcamp - Certificate, Full Stack Web Development*

TECHNICAL SKILLS

HTML, CSS, JavaScript, SQL, MongoDB, React, Node.js, Git, Bootstrap