ERICA SPARKS

STRATEGIC CUSTOMER SUCCESS | ENTERPRISE ACCOUNT MANAGEMENT | CUSTOMER GROWTH & ADVOCACY

$8M Enterprise Portfolio | 112% NRR FY25 | $1.2M+ Expansion Influenced | 6x Customer Success Achiever | 2x President's Club

PROFESSIONAL SUMMARY

Strategic SaaS customer leader with 12+ years of experience managing complex enterprise and global accounts, building C-suite partnerships, and driving retention, expansion, adoption, and measurable business outcomes. Proven success managing $5M$ –10M portfolios, influencing $1.2M+ in expansion, scaling transformation programs to thousands of users, and translating customer priorities into executive-level value narratives. Expertise spans Customer Success, Strategic Account Management, Customer Advocacy, Value Realization, Voice of Customer, and Revenue Growth.

CORE EXPERTISE

Strategic Enterprise Account Management | Executive Engagement | Value Realization & ROI | Revenue Retention & Expansion | Customer Advocacy | Voice of Customer | Adoption & Transformation | Account Planning | Executive Business Reviews | Cross-Functional Leadership | AI & Digital Transformation

PROFESSIONAL EXPERIENCE

PLURALSIGHT | Senior Enterprise Customer Success Manager **2021 - 2026**

- Managed an ~$8M portfolio of 20-25 complex enterprise and strategic accounts, partnering with C-Suite and engineering executives, and L&D leaders to drive adoption, retention, expansion, and measurable business outcomes.
- Influenced $1.2M+ in expansion opportunities through strategic account planning, executive engagement, value realization, and identification of new use cases and business priorities.
- Secured a five-year strategic renewal that expanded annual value from $1.2M to $1.8M, strengthening a multi-business-unit partnership and long-term revenue commitment.
- Built and executed enterprise adoption and transformation programs spanning AI, cloud, cybersecurity, engineering, and workforce development, scaling initiatives across thousands of learners.
- Led EBRs, stakeholder alignment, enablement programs, and adoption campaigns across complex global accounts, strengthening executive relationships and surfacing renewal and growth opportunities.
- Represented the Voice of the Customer across Product, Sales, Services, and leadership teams, translating customer feedback, business requirements, and product gaps into actionable internal priorities.
- Delivered 121% NRR performance in FY24 and earned repeated recognition for customer impact, strategic partnership, and commercial performance.

Volunteer Roles: Customer Advisory Board and Product Board Councils | Brand Ambassador | Vice Chair of Women@PS

Recognition: 4x Customer Success Achiever | President's Club | Supported multiple customers recognized with Best in Tech awards

getAbstract | Senior Customer Success Manager **2018 - 2021**

- Managed a portfolio of 30 enterprise customers representing ~5M ARR, leading executive relationships, strategic planning, adoption, retention, and growth.
- Improved customer retention from 78% to 93% within assigned territory and generated $1.5M+ in expansion and renewal revenue through consultative account management.
- Partnered with Product to translate customer feedback into platform innovation, including contribution to the launch of a new product offering, Sketch Notes.
- Recognized as Outstanding Strategic CSM Partner (2020) for driving adoption, satisfaction, and executive-level outcomes.

2017 - 2018

FRED PRYOR | Account Manager

- Managed a portfolio of 60 accounts, achieving 120% quota attainment and generating ~$750K in annual revenue growth.

2013 - 2017

SKILLSOFT | Customer Success Manager

- Managed a ~4-5M enterprise portfolio and delivered executive business reviews focused on ROI, adoption, retention, and strategic alignment.
- Converted a six-month pilot into a four-year enterprise agreement valued at $390K ACV and expanded another customer into a three-year agreement valued at $1.6M TCV.
- Recovered an at-risk customer and secured a five-year renewal valued at $390K TCV; earned President's Club recognition in FY15.

Recognition: 2x Customer Success Award Winner | President's Club

EDUCATION

University of New Brunswick | BBA, Marketing, Economics & HR | Minor in International Business | Honors

TECHNOLOGY

Salesforce | Gainsight | Gong | Salesloft | HubSpot | Catalyst | Tableau | Snowflake | Highspot | Qualtrics | Slack | Google Workspace | Microsoft 365 | Claude | ChatGPT | Gemini | AI Productivity & Analytics Tools