

Geoffrey Owen, CCSMP

geoffrey@gowenplaces.com • [LinkedIn](#) • www.gowenplaces.com • (206) 930-8112

Success professional and technologist, experienced at leading teams to drive growth and navigate client relationships. Known for aligning strategic objectives with actionable plans, even in challenging markets.

SKILLS

Technical Skills: Microsoft 365, Google Cloud, AWS Cloud, Microsoft Azure, ClientSuccess (CX Platform), ServiceNow, Salesforce, TechTarget, ZoomInfo, LinkedIn Sales Navigator

Business Skills: Project Management, Leadership, Client Service, Strategic Planning, Relationship Building,

Soft Skills: Time-management, Teamwork, Negotiation, Critical thinking

Hard Skills: Client Success Management, Journey Mapping, Data Analytics, Microsoft Excel

EMPLOYMENT

Mar 2022 – Present

Certified Client Success Management Professional (CCSMP)

Core BTS – Indianapolis, IN

Key member of the Client Success Team that is the bridge between Sales, Delivery, and Managed Services driving digital transformation and success of holistic solutions for Core's clients. Recruited to build a Client Success Management (CSM) framework for Core BTS's Managed Services global portfolio, establish CSM new-hire training and onboarding protocol, evaluate and implement a CSM System (CSMS) aligned to the corporate CX strategy.

- + **Build the Practice:** Facilitate and co-develop CS/CX plan and strategy with sales, partners, and client stakeholders pre-onboarding to focus effort on high-retention and high-growth aligned activities throughout the client's journey and lifecycles (incl. partner, subscription licensing, hardware, and software).
- + **Expand Revenue through VOC:** Leverage a services renewal and expansion motion to expand existing relationships with clients by gathering business requirements at the onset and building an operational program to deliver desired outcomes and co-create an advocacy plan with each client as part of the voice-of-the-customer journey and expansion roadmap.
- + **Lead the Customer:** Lead client in post-delivery transition, onboarding, and ongoing client reporting of agreed-upon Success KPIs to substantiate perceived value.
- + **Train the Team:** Piloted and implemented training program through PracticalCSM® to transform, modernize, and scale the Managed Services CSM practice.
- + **Met and exceeded KPIs** for \$1.5M ARR portfolio: Retention (Target and attainment: 95%), Expansion (Target 10%, attainment 15%), CSAT (Target 4.5/5, attainment 4.8/5).

Dec 2019 – Nov 2021

Client Success Account Manager

Microsoft – Bellevue, WA

Recruited to drive digital transformation outcomes for Microsoft Services global clients. Accountability for client objective targets; managing \$1 million in annual recurring revenue across 13 accounts. Charged with building client product-success competency, cloud onboarding strategies, and delivered services to facilitate long term growth on accounts. Provide oversight to incident management and field engineering, while leveraging sales/account team relationships to deliver on client agreements.

Nov 2017 – Jun 2018

- + **Client Success:** Collaborate with Account Executives and Pre-Sales teams to explore new service offerings and grow sales pipeline. Align the adoption of Client Success strategies to organizational direction, focused on key clients for farming existing business and hunting for new opportunities across portfolio. **Result:** Retained existing \$1M business and achieved goal of 10% ACV growth for key accounts during a recession.
- + **Sales Transformation Strategy:** Handpicked as a liaison and champion for integrating marketing-as-a-service team initiatives with sales and account team cycles. Developed a solid marketing and account team collaboration plan including insight-gathering strategies for the sales cycle from scratch. **Result:** Successfully executed plan, bridging a client insight funnel and technical channels, establishing a new model for marketing insight delivery.
- + **Services / Delivery / Support:** Prioritized and executed client-approved initiatives that drove product consumption, technical supportability, and value realization to achieve the client strategy and organizational vision. **Example:** Reduced incident rate 35%→ for a high volume, high touch client by leading ITIL-based problem management workshops for internal and external Incident Managers. **Result:** The client increased their contract by **4%** for the corresponding product line, creating \$25K ACV growth.

O365 Migration Product Specialist

SkyKick – Seattle, WA

Hired to manage and collaborate with Engineering, Marketing, Sales, and Client Success teams to ensure clients realize product value. Trained clients on migration best practices and monitored project success. Identified and monitored product-success client churn and worked cross-functionally to address and eliminate risk. Proactively aligned product expertise with R&E on renewal and up-sell strategy.

- + Managed strategic non-profit client's migration and propelled digital transformation forward, credited with achieving charitable grantor milestone, releasing \$100K in funding.

Jan 2016 – Aug 2017

Team Lead – Consulting

Blueprint Technology – Bellevue, WA

Promoted to co-lead a managed-service call center of 28 data protection engineers, with five direct reports, which later expanded to cross-training 50+ near-shored support engineers. Served as Player/Coach and day-to-day escalation SME.

- + Streamlined incident escalation policy, ensuring departmental 24/7 global support, and meeting time-to-resolve SLAs with an average of less than 24hrs per ticket, saving \$563,000/y in operational costs and penalties.

EDUCATION

Enrolled – Target 2025

Western Governors University

Bachelor of Science, Business Administration of Information Technology

CERTIFICATIONS

PracticalCSM* – Certified Client Success Management Professional ®

Scrum Alliance

Certified Scrum Master (CSM®) - Active
Certified Scrum Product Owner (CSPO®) - Active

AWS Certifications

Certified Cloud Practitioner – Active

Western Governor's University

Strategic Thinking and Innovation

Microsoft Certifications

Azure Fundamentals - Apr 2020 – Present
M365 Fundamentals - Sep 2020 – Present
D365 Fundamentals - Dec 2020 – Present
Power Platform Fundamentals - Mar 2021 – Present

Dale Carnegie

Lead with Influence – July 2024