

James Snyder

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Personal Summary

Strategic sales executive and team leader with 20+ years of experience in enterprise account management, customer success, and high-impact growth strategies across fintech, identity verification, and fraud prevention sectors. Proven ability to scale national sales operations, optimize client experience, and lead cross-functional initiatives to improve retention and revenue. A passionate relationship builder with deep domain expertise in SaaS, risk management, and digital identity ecosystems.

Core Competencies

- Enterprise account management & customer retention strategy
 - Fraud prevention, identity verification, and risk mitigation
 - Team leadership, coaching, and high-performance scaling
 - Cross-sell, upsell, and revenue expansion techniques
 - Salesforce CRM, customer health analytics, and pipeline reporting
 - SaaS business development and client lifecycle management
 - Stakeholder engagement and executive-level communications
 - Strategic planning, onboarding optimization, and churn prevention
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Professional Experience**Vice President of Sales**

C&A Associates, Denham Springs, Louisiana

October 2016 – Present

- Scaled national account strategy for RFID and identity-focused SaaS platforms in the public sector.
- Led customer retention and revenue expansion initiatives, resulting in a 35% YoY growth in recurring revenue.
- Built and mentored a high-performing team of regional account managers across the U.S.
- Implemented Salesforce CRM health scoring to monitor client status and reduce churn.
- Forged strategic partnerships across law enforcement and government sectors to grow solution adoption.
- Designed and deployed best-in-class onboarding processes, streamlining client activation.

Director of Financial Services

Unwired Banking, Austin, Texas

July 2015 – August 2016

- Developed mobile-first fraud detection strategies for financial institutions.
- Delivered 60% of the company's client revenue and led onboarding for all major accounts.
- Created client-specific risk mitigation frameworks, influencing upsell and renewal cycles.
- Aligned sales and product teams to tailor security solutions based on customer feedback.

Sales Manager

Hydeman Company, Kansas City, Kansas

November 2013 – July 2015

- Directed account management and operations for key enterprise clients.
- Enhanced onboarding touchpoints, increasing client satisfaction scores by 20%.
- Built reporting systems to track and improve customer health metrics.
- Provided weekly executive-level summaries for major accounts and team performance.

Account Executive

Modern Banking Systems, Ralston, Nebraska

May 2011 – November 2013

- Drove digital adoption and customer education programs for core banking technology.
- Grew account portfolio by 140% through strategic renewals and consultative upsells.
- Conducted risk management assessments and co-developed fraud reduction initiatives with clients.

Regional Sales Manager

Data Center Inc., Hutchinson, Kansas

June 2005 – November 2010

- Managed key fintech accounts and led all regional onboarding and support programs.
- Served as a trusted advisor to executive stakeholders, offering scalable solutions for identity management.
- Developed training for clients on data protection and fraud analytics.

Education

Bachelor's Degree in Organizational Leadership May 2025

Arizona State University

Electronic Technician Diploma – DeVry University

Technical Skills

- CRM Systems: Salesforce (setup, optimization, customer health scoring)
- Customer Success Tools: Pipe Drive, HubSpot, ChatGPT
- Sales Analytics: Pipeline forecasting, KPI dashboards, NRR/GRR reporting
- Industry Experience: SaaS, Fintech, Risk Management, Identity Verification
- Cross-functional Collaboration: Sales, Product, Customer Success, Support