James Snyder

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Strategic SaaS Sales & Growth Leader

Seasoned executive with 20+ years driving scalable revenue, high-retention customer success, and strategic growth across SaaS, fintech, and identity verification. Proven track record in building and leading high-performance teams, optimizing sales pipelines, and delivering strong ROI. Skilled in P&L accountability, stakeholder engagement, and cross-functional execution to fuel sustainable enterprise growth.

Core Competencies

- Enterprise Account Strategy & Customer Retention

- SaaS Sales Leadership & Revenue Growth

- Fraud Prevention, Identity Verification, Risk Mitigation

- Go-to-Market Planning & Channel Partnerships

- CRM Optimization (Salesforce, HubSpot, Pipedrive)

- Cross-Functional Team Building & Coaching

- Forecasting, KPI Reporting, NRR/GRR Analytics

- Executive Communication & Stakeholder Alignment

Professional Experience

Vice President of Sales

C&A Associates – Denham Springs, Louisiana
October 2016 – Present

✅ Scaled national sales operations for RFID and identity-focused SaaS platforms in the public sector.
✅ Achieved 35% YoY recurring revenue growth through customer retention and expansion strategies.

☑️ Built and led a high-performing team of regional account managers across the U.S.

☑️ Implemented Salesforce CRM health scoring to proactively reduce churn.

☑️ Forged strategic partnerships with law enforcement and government agencies to increase market adoption.

☑️ Designed streamlined onboarding processes, accelerating client activation and improving customer experience.

Director of Financial Services

Unwired Banking – Austin, Texas
July 2015 – August 2016

☑️ Delivered 60% of the company's total client revenue through strategic sales and account leadership.

☑️ Developed mobile-first fraud detection strategies tailored for financial institutions.

☑️ Led onboarding for all major accounts, improving customer time-to-value.

☑️ Created customized risk mitigation frameworks to drive upsells and renewals.

☑️ Bridged sales and product teams to refine security solutions based on direct client feedback.

Sales Manager

Hydeman Company – Kansas City, Kansas
November 2013 – July 2015

☑️ Directed enterprise account management and operations for key clients.

☑️ Improved client satisfaction scores by 20% through enhanced onboarding and engagement.

☑️ Built robust reporting systems to track customer health and mitigate churn risks.

☑️ Delivered weekly executive summaries on account performance and team metrics.

Account Executive

Modern Banking Systems – Ralston, Nebraska
May 2011 – November 2013

✅ Grew account portfolio by 140% via strategic renewals and consultative upselling.

✅ Conducted risk assessments to help clients reduce fraud exposure.

✅ Drove adoption of core banking technology through targeted education and training.

Regional Sales Manager

Data Center Inc. – Hutchinson, Kansas
June 2005 – November 2010

✅ Managed strategic fintech accounts, leading regional onboarding and support programs.

✅ Acted as trusted advisor to executive stakeholders on identity management solutions.

✅ Developed client training on data protection and fraud analytics best practices.

Education

Bachelor's Degree, Organizational Leadership (Expected May 2025)
Arizona State University

Electronic Technician Diploma
DeVry University

Technical & Industry Skills

- CRM Systems: Salesforce (setup & optimization), Pipedrive, HubSpot

- Customer Success: Health Scoring, Onboarding Automation

- Sales Analytics: Forecasting, KPI Dashboards, NRR/GRR Reporting

- Industry Expertise: SaaS, Fintech, Risk Management, Identity Verification

- Cross-Functional Leadership: Sales, Product, Customer Success, Support