

JOE LOUISON

Marion, IA 52302 • (319) 743-8561 • joe@louison.us • [LinkedIn](#)

DIRECTOR OF CUSTOMER SUCCESS

FOCUS: CUSTOMER DELIGHT | CUSTOMER LONG-TERM VALUE | PROJECT MANAGEMENT

Dynamic and results-oriented leader with over 19 years of experience customer success, strategic account leadership, and operational execution. Proven success in aligning cross-functional teams to drive product strategy, optimize customer experience, and deliver measurable business impact.

Skilled in identifying customer insights, evaluating feedback, and forecasting long-term value to inform product direction and enhance retention. A collaborative coach and trusted advisor to senior leadership, known for delivering clear, actionable updates and driving alignment across departments.

Experienced in fast-paced environments including startups (pre-IPO), public companies, and diverse industries. Adept at streamlining processes and implementing new systems to improve efficiency and scalability.

At ConstructEdge, doubled monthly recurring revenue (MRR) within 12 months by aligning product offerings with market demands and introducing targeted account management strategies to position solutions effectively.

AREAS OF EXPERTISE

Customer Success & Retention
Customer Satisfaction (CSAT) Score
Strategic/Key Account Management

Call Center Management
Project & Product Management
Net Promoter Score (NPS)

Monthly Recurring Revenue (MRR)
Pipeline Management
Leadership Development Programs

EXPERIENCE

CONSTRUCTEDGE dba of CCR Technologies, Cedar Rapids, IA

2022 – 2025

Head of Sales (OCTOBER 2022 – APRIL 2025)

- Led teams of quota-carrying Strategic Account Executives and Sales Executives.
- Developed and implemented sales and account strategies to drive team performance and achieve revenue targets.
- Spearheaded "Expanding and Landing" sales approach to increase market penetration and customer retention.
- Built and maintained trust with external senior executives, establishing standards for client IT Field Operations.
- Research areas of opportunity within the industry including revenue opportunities and competitor strategies.
- Work closely with Product and Marketing leaders on matching product offering to the market and presenting information to multiple different personas utilizing services.
- Documented and standardized processes to facilitate scaling and consistent product adoption.
- Stayed current on industry trends and winning strategies by attending and lead multiple exhibits.

Key Accomplishments

- Grew company revenue from \$1.5 million to \$2.6 million (73% increase) by expanding product offering, executed account strategic plans, and building strong customer relationships.
- Increased Monthly Recurring Revenue (MRR) from over \$80,000 to over \$170,000 from January 2024 to December 2024 through strategic sales initiatives, expanding product mix, and customer retention efforts.
- Onboarded multiple new enterprise companies to bring in on average \$225,000 in first full year following principles established during time with team.
- Developed monthly review process and milestone sequencing to collect client feedback proactively.

GODADDY, Scottsdale, AZ and Hiawatha, IA

2005 – 2022

Manager, Account Management (Customer Success) (MARCH 2021 – AUGUST 2022)

- Provide strategic leadership and manage the daily operations of a High-Value Customer Team. Train, supervise, and mentor a team of 4 Account Managers, 12 Customer Support Guides, and 1 Team Manager.
- Explore and develop strategies to deliver an experience for customers that focuses on improving client success, retainment, and the overall customer experience.
- Coach and train front line employees on new processes that transition daily activity from reactive to proactive account management.

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- Share impact, results, and strategy with the President and Vice Presidents of Care monthly.
- Work closely with the Director of Customer Experience and Marketing to develop and implement strategies for a loyalty program. Serve as a liaison between product development, marketing, and customer success.

Key Accomplishments

- Improved customer engagement across a new product line by 300% and doubled product retention in 3 months.
- Improved NPS score from 54 to 90 by implementing account management principles.
- Increased revenue retention by \$1.6M within the first 6 months in the role.
- Maintained an Average Speed of Answer (ASA) under 60 seconds for more than a year.
- Expanded support for customers from voice only to asynchronous by implementing new tools and processes that included Chat, SMS, and email.

Senior Sales Operations Manager (JULY 2016 – MARCH 2021)

- Provided sales and operations leadership to a team of 120 Sales Representatives and 8 Sales Supervisors across 4 different departments.
- Coached and developed supervisors to achieve their targets and created a positive employee experience.
- Communicated business performance with Senior Executives monthly, shared current strategies, best practices, and roadblocks.
- Worked closely with Business Intelligence and Workforce Management to evaluate opportunities for growth. Reviewed data and identified best practices to position, sell different product lines, and evaluate hiring decisions.
- Utilized Agile methodologies with Product and Channel Management to implement product priorities based on customer feedback.

Key Accomplishments

- Led a hiring and onboarding initiative that doubled the size of the Inbound Sales department. Hired 200 qualified candidates within 4 months.
- Transitioned the team from a renewal-based sales model to a new sales model. Increased new sales per person per day from \$500 to \$1,500 by revamping the bonus structure, changing sales processes, and adjusting the routing strategy.
- Developed and launched a Leadership Training Program that developed 40 Supervisors over 2 years.
- Created and implemented a new coaching structure called "Trigger Coaching" that was adopted by the organization to measure improvement and accountability.
- Developed a profitable Billing Department with 80+ front line consultants working across multiple locations that generated \$36M in annual sales revenue with 600,000 interactions annually.

Sales Operations Manager (NOVEMBER 2011 – JULY 2016)

- Provided sales and operations leadership to a team of 450 Inbound Sales Representatives responsible for supporting multiple lines of business. Directly supervised a team of 15 Supervisors.
- Coached and developed supervisors to achieve their targets and created a positive employee experience.

Key Accomplishments

- Developed an initiative for monthly quotas (targets) that created an environment of ownership over performance and increased overall performance from \$400 to \$1,000 in new revenue per day in 9 months.

Sales Floor Manager (2005 – 2011)

- Provided sales and operations leadership to a team of 14 Supervisors and 300 agents across multiple shifts and locations.

EDUCATION & COMPUTER SKILLS

ARIZONA STATE UNIVERSITY, Tempe, AZ | General Coursework

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DDI Leadership Training Certification | Certified Six Sigma Yellow Belt, GoDaddy | Foundations of Project Management, Google

Microsoft Office 365 (Word, Excel, PowerPoint, Outlook, Visio, SharePoint, OneNote, Microsoft Teams), Slack, JIRA (JIRA Service Desk), Hubspot, Asana, Zoom, ConnectWise, Canva, Confluence, Calendly, Solar Winds, Tableau, NICE In Contact, OrecX, Verint, CISCO, Alvaria, HTML, WordPress