

JAMIE WOODLAND

Principal & Head of Customer Success | Building & Scaling CS Functions · Retention, Renewals & Expansion · AI-Native

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PROFILE

Twenty years in enterprise customer success at Adobe, SAP SuccessFactors, Salesforce (Slack) and Optimizely, holding and growing revenue in portfolios up to \$35M. I build the function as well as run it: onboarding programmes, adoption and maturity models, discovery and value-selling frameworks that teams keep using long after I have moved on. Most recently I stood up the UK business for Stitch as their first Client Partner outside the US, closing £930K from a standing start. I lead first-line teams and mentor senior ICs, and I build with AI every day, including a full sales and delivery operating system I designed and built from scratch.

EXPERIENCE

Client Partner, UK & North Europe | Stitch.cx

Oct 2025 – May 2026

Braze-specialist digital consultancy. First Client Partner appointed outside the US. Role made redundant May 2026.

- Stood up the UK commercial motion from scratch across Financial Services, Pharma & Healthcare and B2B tech, qualifying roughly £2.5M of new and expansion pipeline and closing £930K inside the first year.
- Grew Birkenstock to £450K with £600K of follow-on pipeline, Virgin Active to £420K across three engagements including a multi-market SOW into Singapore and Thailand, and Zego to £57K with a £450K phase-three roadmap.
- Defined the EMEA go-to-market motion alongside Braze account executives and CSMs: peer-to-peer co-sell, POVs, use cases and ROI cases, upskilling both teams while the Braze HQ support layer was reduced.
- Led the UK team as in-country leader: 1:1s, target setting and career planning, lobbying US VPs for training and client exposure, and establishing the team rituals and office presence.
- Designed and built the UK sales and delivery operating system from scratch, integrating CRM, calendar, email and meeting notes into live pipeline, forecasting, resourcing, billing and profitability visibility.

Founder & Commercial Lead (part-time) | Velovie

2023 – Present

Cycling apparel brand and community platform. Started while stepping back from full-time enterprise work to support family through illness.

- Built and migrated a full Shopify storefront end to end: UX, app integrations, CRM automation, lifecycle journeys and self-serve onboarding, measured on conversion, repeat purchase and retention.
- Community-led growth through the Velovie Cycling Club, plus brand partnerships with clubs, teams and events. Run as a deliberate operating laboratory for enterprise frameworks.

Principal Success Manager, Enterprise | Salesforce (Slack)

Dec 2021 – Aug 2023

- Owned a £1.3M enterprise ARR portfolio: HSBC £900K, SumUp £250K, Holland & Barrett £150K.
- Expanded HSBC from a 200-seat Corporate & Institutional Banking proof of concept out of Engineering into HR and People, seeding a global onboarding roadmap.
- Preserved SumUp ARR through a 50% reduction in UK headcount, restructuring with EU counterparts and opening HR for future upsell.
- Delivered 22% active adoption uplift, 95%+ gross renewal rate and NPS consistently above 80.
- Mentored two Senior CSMs to Principal level, supporting £2M of ARR between them.
- Built the EU and US Adoption & Maturity Assessment Model and set EMEA standards for discovery, stakeholder mapping, objectives hierarchy and value-selling scorecards within two-year account plans.

Senior Customer Success Manager, Enterprise | SAP SuccessFactors

Dec 2019 – Dec 2021

- Strategic accounts Burberry, BAT and EDF, delivered alongside EY, IBM and TCS as implementation partners.
- Renewed Burberry on a three-year £15M contract built on executive commitment and roadmap alignment. BAT £1.5M ACV, EDF £1.2M ACV.
- Redeveloped SAP's Complexity Model, adopted as the EMEA and US standard.
- Ran QBRs, roadmap sessions and adoption reviews directly with client VPs on the human experience agenda.

Senior Customer Success Manager, Enterprise | Optimizely

Jun 2018 – Aug 2019

- 30 enterprise clients including the BBC's centralised best-practice team, driving experimentation adoption across 17 business units.
- Delivered a 25% uplift in BBC testing velocity and a two-year renewal, making them the largest EMEA customer.

- Designed and launched a new EMEA account-planning process and rolled out executive business review best practice across the CS team.

Customer Success Manager to Senior CSM | Adobe Experience Cloud Feb 2015 – Jan 2018

- Grew a travel and retail portfolio from \$8M to \$25M at 180% net revenue retention (Ryanair, British Airways, TUI, Chelsea FC).
- Progressed to own \$35M of enterprise success delivery across Tesco, Vodafone and Etihad.
- Designed and led the UK onboarding programme as the customer success team scaled from 5 to 25, mentoring new joiners into the role.
- Turned two at-risk accounts from critical into active advocacy. Named Adobe Most Innovative CSM 2016 and one of three worldwide nominated for Global CSM of the Year 2017.

EARLIER CAREER

- Senior Account Manager, Teradata (2013 to 2014) and Publicis Sapient (2012 to 2013). Enterprise client services across Just Eat, Cineworld, Center Parcs, Gatwick Airport and Sky.
- Client Development Lead and Campaign Manager, e-Dialog / eBay Enterprise (2010 to 2012). Managed a team of six across QA, project management, development and design for Ralph Lauren, Boots, Dell and RCI. Led a VP-sponsored Lean Six Sigma redesign of the operating model of a 200-person martech SaaS business through the eBay acquisition, then productised it into a £60K British Airways engagement that removed 30% of their campaign delivery man-hours.
- Partner Account Manager, OnChannel (2008 to 2010). Managed an 18-person UK and Ireland call-centre team and grew Motorola by 30% into the largest client in the business.

SKILLS & CERTIFICATIONS

Enterprise retention, renewals and expansion · NRR and GRR ownership · Executive stakeholder management · Success planning and value realisation · Onboarding and adoption programme design · CS operating models, playbooks and maturity frameworks · Team leadership, hiring and mentoring · Commercial negotiation and contracting · Martech, DXP and customer engagement platforms including Adobe, Optimizely, Braze, SuccessFactors and Slack · AI-native operating: builds pipeline, forecasting and research systems with Claude daily.

CIM Diploma · Value Selling · Trusted Advisor · Business Impact Negotiations & Discovery · Sandler Sales · MEDDIC · PRINCE2