

KEVIN GIVEN

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CUSTOMER SUCCESS & STRATEGIC ACCOUNT MANAGEMENT

PROFESSIONAL SUMMARY

Customer Success leader with 9+ years owning Fortune 500 relationships, driving product adoption and retention, and delivering complex cross-functional projects on time and on budget. Skilled at managing multi-stakeholder relationships, maintaining 5-star customer satisfaction, and building the operational processes that scale CS teams. Combines deep enterprise SaaS CS expertise with hands-on, owner-level accountability for end-to-end project delivery.

CORE COMPETENCIES

Customer Retention & Churn Reduction · Adoption & Onboarding · QBR & Account Reviews · Renewals Strategy · Stakeholder Management · Process & Workflow Design · Cross-Functional Coordination · Customer Satisfaction (CSAT / 5-Star) · Health Scoring · Gainsight · Salesforce

PROFESSIONAL EXPERIENCE

Ideal Siding Durham & Chapel Hill | Durham, NC

Dec 2024 to Present

General Manager & Owner

- Scaled a new two-territory franchise to \$1M in revenue in 15 months at a 20% net margin, ranking in the top 20% of ~75 Ideal Siding locations with 5-star customer satisfaction, while directing up to 4 concurrent job sites through 3 crew leads and ~15 field workers.
- Invited as one of 4 franchisees (of ~75) to present at Ideal Siding's 2026 Annual Conference on using AI to automate and improve operations.
- Built a multi-tenant quoting platform with role-based access using Claude, deployed on Railway via GitHub; use it weekly for every quote, and five other franchise locations have onboarded.
- Built and operate an agentic AI marketing system that tailors copy per platform, generates before/after graphics in Python, and publishes to six channels (Facebook, Instagram, LinkedIn, Nextdoor, two Google Business Profiles) with approval gates and automated verification.
- Launched zero-spend AI lead generation: an automated referral-partner program (researches 10 partners a week, runs email outreach on a 3/7/21-day cadence, reports to a live dashboard), listings on 8+ directories, and a monthly audit of how ChatGPT and Copilot rank the business for local searches.

Given Property | Raleigh, NC

Jan 2019 to Present

Owner & General Manager

- Managed delivery of complex projects across a 6-property portfolio, including a \$60K capital-expenditure renovation completed on budget.
- Coordinated vendors and stakeholders to sustain operational performance and asset value.

NGINX (Acquired by F5, May 2019) | San Francisco, CA (Remote)

Apr 2020 to Dec 2024

Customer Success Manager III, Named Strategic Accounts

- Owned customer success for marquee Fortune 500 accounts including Comcast, Kaiser, Toyota, Starbucks, Anthem, HP, American Airlines, Disney, and AT&T, managing books up to \$16.5M annualized.
- Exceeded retention and growth targets every fiscal year: FY20 141%, FY21 229%, FY22 137%; earned Platinum Club 2021 (top 3% of reps company-wide).
- Co-founded and led the strategic-accounts CS team; defined responsibilities, built enablement materials, and mentored peers.
- Implemented Gainsight workflows and authored enablement content to improve CS activity tracking and health scoring across the team.
- Traveled on-site to customer environments to deepen product adoption, build executive rapport, and collaborate with Sales on large growth opportunities.
- Special Project / Stretch Assignment (through Jul 2023): Led migration of \$40M ARR and ~2,000 renewals from CS to the Renewals Team; built processes that eliminated a "seeded deal" issue responsible for 15% of churn, designed

RACIs/workflows for ~200 people, and ran training and office hours to onboard a 75-person global team.

NGINX

Apr 2019 to Apr 2020

Account Manager II

- Managed ~60 strategic accounts with large install bases; mentored and onboarded new talent; overachieved quota FY19 125%, FY20 113%.

NGINX

Sep 2018 to Apr 2019

Account Manager I

- Managed ~120 accounts (\$100M to \$30B revenue), driving renewals, onboarding, and customer success motions; overachieved quota FY18 116%, FY19 127%.

NGINX

Aug 2017 to Sep 2018

Enterprise BDR & Inside Sales Representative

- Overachieved quota FY17 148%, FY18 184%; Rookie of the Year FY17; mentored peers and led evaluation and rollout of the Groove outreach platform.

NGINX

Apr 2017 to Aug 2017

Business Development Representative

- Overachieved quota FY17 160% with a 52% meeting-to-opportunity conversion rate.

Oracle | Austin, TX & Redwood Shores, CA

Aug 2015 to Mar 2017

Account Executive / Sales & Business Development Representative

- Built C-level relationships at \$10B+ accounts; delivered highest deal volume on the team; MVP of the Quarter Q3 FY16.

EDUCATION

California Polytechnic State University, San Luis Obispo

2015

B.S. in Business Administration (Concentration: Finance; Minor: Economics) | GPA 3.7

SKILLS

Gainsight · Salesforce · Oracle CRM · Eloqua · LinkedIn Sales Navigator · Microsoft Office · Google Workspace