

# PATRICK S. FERDIG

Customer Growth Ninja

MASTER OF CUSTOMER-CENTRIC STRATEGIES THAT ENABLE GROWTH AND INCREASE COMPANY VALUATIONS.

+1 (253) 222-9570  
pat.ferdig@gmail.com  
renewalrocket.io/  
linkedin.com/in/pat-ferdig/



## Turning customer experiences into competitive advantages

### CAREER AT A GLANCE

- 2024-2025**: Founder, VP, Customer Success (Contract)
- 2020-2024**: CCO
- 2019-2020**: CCO (Contract)
- 2018-2019**: CCO (Contract)
- 2014-2018**: VP, Customer Success
- 2011-2014**: VP, Global CX
- 2008-2011**: VP, Customer Success

Customer-obsessed executive with 25+ years designing, executing, leading, and scaling post-sale engines (Onboarding, Success, Support, and Professional Services) with full P&L ownership. Turn VoC insights into board-level strategies that boost NRR/GRR, reduce churn, and drive revenue. Blend strategic vision with execution: design AI-powered CS journeys, segmentation models, and digital programs that speed adoption and lower effort. Build high-performing teams and partner ecosystems using KPI-driven playbooks to expand ARR and advocacy. Trusted CEO and board advisor aligning Product, Sales, and Marketing around shared success metrics for scalable growth and loyalty.

### LEADERSHIP

Facilitate growth by building world-class organizations, developing talent and rising stars to stretch beyond their roles through:

- ✓ Shaping bold **VISIONS**
- ✓ Accelerating **CUSTOMER-CENTRICITY**
- ✓ Unleashing **POTENTIAL**
- ✓ Creating winning **CULTURES**
- ✓ Advancing **CAPABILITIES**
- ✓ Driving impact through **COACHING**
- ✓ **INSPIRING & ENERGIZING**
- ✓ Bolstering **ACCOUNTABILITY**

### EXECUTIVE HIGHLIGHTS

- ➔ **Revenue Retention:** Up to +36pt lift (78% to 114%) in Net Revenue Retention (NRR); +19pt lift (76% to 95%) in GRR.
- ➔ **Expansion Revenue:** \$14M+ in ARR via outcome-aligned cross-sell frameworks.
- ➔ **Churn Reduction:** 42% drop through predictive health & automation.
- ➔ **AI / Automation Impact:** 68% ticket deflection, 46% faster resolution, 23% lower Cost-to-Serve.
- ➔ **Global Scaling:** Scaled high-performance teams to over 2,700 across 4 continents.
- ➔ **Customer Experience Turnaround:** Boosted NPS by 61pts and CSAT by 43%.

### CORE COMPETENCIES

**Customer Success Leadership:** Onboarding, customer success, support, customer journey optimization, playbook creation

**Revenue & Growth:** Churn prevention, upselling, cross-selling, renewal strategies, GTM alignment, product-led growth

**Customer Experience (CX) Leadership:** Experience design, customer lifecycle management, customer advisory boards

**Customer Analytics & Insights:** NPS, CSAT, CES, Voice of the Customer (VoC), customer health scoring

**Effort Reduction:** Automation, digital transformation, tech-stack innovation, continuous improvement

**Customer Advocacy & Engagement:** Customer-centricity, community building, referral programs

**Leadership & Team Development:** Coaching, hiring, enabling, mentoring, motivating, scaling global teams, player coach

**Executive Leadership:** Strategic thinking, visionary, influence, persuasion, change management, P&L management (\$60M)

### KEY VALUE DRIVERS

- Growth Ninja** - Building scalable programs that retain and grow revenue
- Increasing company valuations** through perpetual value delivery
- Make every penny count** - Balance growth & financial responsibility
- Fostering accountable cultures** where **EVERYONE** wins
- Leveraging data** to mitigate risk and rocket growth
- Proven foundation** for getting shit done and delivering results

"Pat is a phenomenal executive focused on delivering positive outcomes with everything he does. He cares deeply for the customer, company, and employees. He is one of, if not the best leaders that I have had the privilege to work with" – Pat Krapf, CEO Nextera



"Pat is a world class leader with the ability to scale operations while driving customer success focused outcomes in highly complex global environments. He is highly technical yet has the empathy and compassion to engage his team in their mission and vision. He dramatically improved, matured, and scales customer facing support and success at Nintex driving massively improved NPS, reduced MTR, and built and managed to modern metrics of accountability and transparency." – Christian Smith, CRO, Splunk

