

## Kirsten Dahlen CSM, CSPO, CCSM

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### **Summary**

Customer Success professional with 5 years of experience building strong relationships and guiding customers to success. Passionate about creating a smooth customer journey by driving product adoption, reducing churn, and proactively addressing needs. Managed \$150M+ in ACV portfolios, using data to analyze customer health and communicate value in every interaction. Dedicated success manager who uses empathy and active listening skills to turn customers into advocates and build trust as an advisor.

### **Skills**

- Tech Stack: Google Workspace, MS Office Suite (Excel Advanced), Salesforce, Project Management Tools (Slack, Teams, MS Planner), Adobe Suite, Spectrum (Trimble), Procore (Certified PM)
- Core Skills: Risk Evaluation, De-escalation, Customer Retention, Account Expansion, Stakeholder Management, Customer Advocacy, Consultative Relationship Building, Onboarding & Training, Workflow Automation, Change Management, Success Planning, KPI Tracking & Benchmarking, QBRs & Executive Business Reviews

### **Work Experience**

**Project Coordinator/Vendor Management Lead** | Synergy Modular, Inc.

June 2023 – Feb 2025

#### **Key Wins:**

- Developed and implemented a streamlined and automated records management system, improving customer account organization and reducing data loss.
- Introduced automated workflows for document filing, reducing human error, ultimately improving client confidence.
- Refined billing processes; cut collection time by 40% and strengthened customer trust.
- Led cross-functional collaboration as a Certified Scrum Master (CSM), streamlining workflows by 30% thereby improving customer satisfaction and retention.

#### **Core Responsibilities:**

- Manage client accounts with an Annual Contract Value (ACV) exceeding \$150M, acting as a trusted advisor to key stakeholders by delivering early and continuous value.
- Onboard and train 30+ customers on complex software, facilitating a 20% increase in adoption.
- Own customer escalations with transparency, utilizing de-escalation and negotiation strategies.
- Develop robust customer engagement strategies to identify opportunities for expansion and upselling, both high-tech and high-touch.
- Report and analyze customer account usage and KPI metrics to enhance QBRs and Executive Account Reviews. Include benchmarking analyses to showcase value and success to customers.
- Maintain a comprehensive book of business, planning and executing strategic action to deliver high value interactions and mitigate churn risk.

**Senior Project Coordinator 2** | GPRS, Inc.

March 2021 – June 2023

#### **Key Wins:**

- Reduced customer churn by 15% by proactively addressing pain points, de-escalations, and analyzing usage data to employ best engagement strategies.
- Led training and engagement initiatives for a team of 30+ employees through the adoption of NetSuite software implementation, resulting in a 30% boost in team efficiency.

#### **Core Responsibilities:**

- Collaborated with internal and external stakeholders to assess project needs, aligning client priorities with clear communication of goals and expectations while fostering strong customer relationships.
- Owned project milestones, ensuring customer and enterprise accountability to maintain on-time track to success.
- Utilized a high-tech/low-touch engagement model for follow-ups, increasing CSAT scores from 75 to 85%.
- Coordinated with cross-functional teams across multiple time zones; maintained meticulous records, leveraging enterprise software and process controls to ensure accuracy and accountability.

**Sales Coordinator** | *American Cleaning Systems, Inc.*

*Aug 2021 – March 2022*

Key Wins:

- Optimized project account records management system, introducing cloud technology (Microsoft SharePoint) to replace hard-copy manual filing.

Core Responsibilities:

- Cold-called +50 project owners, architects, and city planners daily to investigate the status of project lifecycles; followed-up before bids were needed for commercial cleaning services.
- Created, updated, and maintained client profiles. Assisted Secretary Treasurer with the estimating process and identified potential expansion opportunities with local clients.
- Prepared QBR presentations for the executive team with actionable insights to increase sales and retention of client accounts.

**Education & Certificates**

Certified Customer Success Manager, Level 1 – SuccessCOACHING '25

Certified Scrum Product Owner – *Scrum Alliance* '24

Certified Scrum Master – *Scrum Alliance* '24

Arizona Public Notary – *Arizona Secretary of State* '23

Bachelor of Arts – *Pacific University* '21

**Recent Project Details**

*Campus Hotel & Treehouse Hotel, Sunnyvale, CA*

*Feb 2022 - Feb 2025*

Client | Starwood Capital Group, \$2.1B Private Investment Firm

Combined Contract Value \$84.7M

*UC Berkeley Student Housing, Berkeley, CA*

*March 2024 - Feb 2025*

Client | NX Ventures, Real Estate Developer

Contract Value \$52M

*Polk Street Apartments, Phoenix, AZ*

*Feb 2023 - Feb 2025*

Client | Tundo Capital, Investment Adviser Firm

Contract Value \$1.9M