MARIE ALEXANDER

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CHIEF OF STAFF | CHIEF CUSTOMER OFFICER

Originator of Customer Success Who Designs Companies Around the Customer So They Scale, Endure, and Win

Originator of Customer Success Management who builds companies with the same intentionality as the product. Aligns sales, marketing, product, services, pricing, and people around customer outcomes so adoption, revenue, and valuation compound. Trusted right hand to CEOs and boards who tracks every commitment, defuses team tension, and elevates every leader on the team. Turnaround operator most effective when turning a proven product into a scalable company.

Customer Success Architecture • Company Design & Operating Models • Executive Alignment • Operating Cadence • Go-to-Market Strategy • Revenue Model & Pricing Design • P&L Management • Organizational Design • Business Transformation • Capital Raising • M&A Integration • Board Relations

CAREER HIGHLIGHTS

- Originated Customer Success Management at Vantive in 1996, creating the CSM role now standard for 4 million professionals and driving 300% greater growth in assigned accounts as revenue scaled from $2.6M to $220M.
- Rescued Quova from a $1.4M monthly burn to profitability and a Neustar acquisition by raising $35M in venture capital, executing 4 strategic acquisitions, and steering the board through market collapse.
- Collapsed Drishti customer deployment from 12 months to 1 week by redesigning the company around customer success, from implementer training to statements of work and pricing.

CAREER EXPERIENCE

ALEXANDER HOBBS | LOS ANGELES, CA **2023 – PRESENT**

Founding Partner

Engaged by technology companies at critical inflection points to deliver fractional CEO, COO, and CCO leadership that designs companies for predictable growth. Serve as Interim CEO of Vision Intelligence and advisor to MaxMind, Muon Space, Dragon AI, Ulysses Health, and Chorology.

- **Accelerated Vision Intelligence into active market sales as Interim CEO** by designing the full operating, commercial, and financial architecture of its edge-native computer vision platform.
- **Fortified capital readiness across 3 early-stage ventures** by engineering funding processes, investor materials, and executive coaching frameworks.
- **Repositioned Chorology's go-to-market around real customer use cases,** a plan leadership later adopted in full.
- **Authored a proprietary company-building curriculum,** now in development as a training simulation.

DRISHTI, ACQUIRED BY APPLE | SAN JOSE, CA **2021 – 2023**

Chief Customer Officer

Engaged by the CEO to build the entire post-sale organization for an AI-powered computer vision company. Scaled the team from 25 to 95 people and managed a multimillion-dollar budget through the company's acquisition by Apple.

- **Slashed prototype deployment from 12 months to 1 week** by redesigning delivery around customer success.
- **Restored a flagship customer relationship stalled for a year without implementation** by diagnosing root causes within 2 weeks and retraining industrial engineering implementers as customer success and project managers.
- **Constructed a 6-function services organization from zero** by integrating Deployment Engineering, Customer Success Management, Technical Support, Operations Research, Partner Management, and Data Quality Audit.
- **Transformed the company from technology vendor to solutions provider** by shifting statements of work to services and restructuring pricing to remove adoption barriers.
- **Engineered an integrated CRM platform and P&L resource models** across sales, services, and support.

NOKNOK/POSITION IMAGING | SAN JOSE, CA (REMOTE) **2020 – 2021**

Fractional Executive

Engaged to reset commercialization and operating models for two emerging technology companies. Drove executive leadership across market positioning, partnerships, sales, services, fulfillment, and financial planning.

- **Delivered a solutions-provider go-to-market plan to the CEO** by redefining NokNok's positioning, target markets, and partner ecosystem.
- **Built scalable services and fulfillment capacity for Position Imaging** by aligning business and financial plans to growth.

MEDICALCUE/EVERYASPECT | SAN JOSE, CA **2018 – 2019**

President and CEO

Appointed to rebuild strategy for a Fogarty Institute neonatal resuscitation guidance platform and sharpen its investment case. Redirected the company toward a larger clinical data opportunity backed by leading medical and biotechnology voices.

- **Reinvented the platform as a clinical data engine** by rebuilding the plan, funding strategy, and roadmap and rebranding as EveryAspect.
- **Secured 2 high-profile investor commitments** by partnering with the American Academy of Pediatrics and Stanford.

GAMESPORTSNETWORK/AVAAGO | REMOTE **2016 – 2017**

President and CEO

Elevated from strategic consultant to CEO by the board to redirect a consumer fantasy sports platform. Steered the business toward the enterprise market for interactive advertising and brand loyalty.

- **Opened a B2B interactive advertising market** by repositioning for live events, adopting Games-as-a-Service, and rebranding as Avaago.
- **Unlocked new investor commitments** by negotiating a restructuring that licensed consumer rights to the founder.

NEUSTAR | SAN JOSE, CA **2011 – 2013**

Senior Vice President, Products, Enterprise Division

Tapped by Neustar's CEO to lead enterprise product strategy after acquiring Quova for its SaaS data platform and proprietary internet data. Unified fragmented offerings into a platform vision powering Neustar's shift to a data-driven company.

- **Consolidated 9 product lines** into one enterprise strategy and roadmap.
- **Migrated Neustar products onto Quova's data platform** by designing the integration blueprint.

QUOVA, ACQUIRED BY NEUSTAR | MOUNTAIN VIEW, CA **2000 – 2011**

President and CEO

Brought in to rescue and scale a pre-revenue startup burning $1.4M monthly. Scaled an 80-person company, established IP intelligence as an industry standard, and commanded the full enterprise lifecycle through acquisition.

- **Stabilized the company and drove it to profitability** by cutting headcount by one third and rebuilding operations.
- **Raised $35M in venture capital across multiple rounds** by directing the board and investors through market downturns and the collapse of a proposed $120M Yahoo acquisition.
- **Executed 4 strategic acquisitions and the eventual Neustar sale** by integrating Real Mapping, InfoSplit, Netgeo, and Illuminati and negotiating the final transaction.
- **Established IP geolocation as a new market category and industry standard** by creating its compliance use case.

EARLIER EXPERIENCE

VICE PRESIDENT, STRATEGIC RELATIONSHIPS | Telocity | Cupertino, CA
ACTING GENERAL MANAGER, CRM DIVISION | PeopleSoft | Pleasanton, CA
EXECUTIVE VICE PRESIDENT, GLOBAL SERVICES & SUPPORT | Vantive / PeopleSoft | Santa Clara, CA
Originated Customer Success Management as a discipline, pioneering the proactive, retention-focused model that became the industry standard.
VICE PRESIDENT, SERVICES & SUPPORT / DIRECTOR, PRODUCT MANAGEMENT | Harbinger | Atlanta, GA

AWARDS AND HONORS

- **Customer Success Association: Recognized as the Founder of Customer Success Management**
- **Media: Forbes.com author; featured in WSJ, The Economist, BBC News, The New York Times, USA Today**
- **cast.app: Profiled in "The Silicon Valley Executive Who Coined Customer Success"**
- **University of Missouri: Quova featured as a business case study, "Leading with Integrity and Compassion"**

PROFESSIONAL LEADERSHIP

- **Invited Testimony | US Senate, Family and Medical Leave Act • US House Financial Services Committee**
- **Expert Testimony | United States District Court, Eastern District of Pennsylvania | ACLU v. DOJ**
- **Speaker | United Nations Economic Commission for Europe | Workshop on E-Regulatory Framework**

EDUCATION

- **Master of Business Information Systems | Georgia State University • Bachelor of Music Therapy | Georgia College**

TECHNICAL SKILLS

- **CRM & Customer Success: Zoho,** Salesforce, HubSpot, CRM Platform Design, SaaS and AI Platform Architecture
- **Analytics & Planning:** Microsoft Excel, Financial Modeling, Microsoft 365, Asana, Jira