BRITTANY WITT

Customer Success · Account Management · Renewals

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SUMMARY

Customer Success and Account Management professional with seven years driving retention, renewals and expansion at Salesforce, SpotOn and Groupon. Consistently 100–135% of quota; +27% NRR year over year at Salesforce; known for turning at-risk and underperforming accounts into lasting, growing partnerships.

AREAS OF EXPERTISE

Relationship Building · Customer Adoption · Account Retention & Growth · Upsell & Cross-sell · Value Selling · Stakeholder Mapping · Cross-Functional Partnership · Complex Problem-Solving · AI-Enabled Workflows · Continuous Learning

TECHNICAL PROFICIENCIES

AI & Analytics: Google Gemini, ChatGPT, Claude, Meta Muse, Lovable, NotebookLM, AI-enabled workflow automation, SQL, Tableau, Power BI, reporting & dashboards

Revenue & Operations: Salesforce, Slack, Gong, Chili Piper, LinkedIn Sales Navigator, Google Workspace, Microsoft 365

PROFESSIONAL EXPERIENCE

Salesforce

Jun 2025 – May 2026

Growth Account Executive — Account Management & Expansion

- Drove retention, adoption, renewals and expansion across ~25 customer accounts ($15K–$300K ARR), achieving a +27% NRR increase year over year.
- Leveraged CRM data and AI-driven insights to prioritize pipeline, strengthen forecast accuracy and increase win rates.
- Consulted with multiple business groups and key stakeholders across the portfolio to guide them toward value realization.
- Collaborated with SEs, Specialists, Marketing, Sales Ops and Partners to structure complex solutions, delivering workshops and enablement materials that drove customer adoption.
- Built AI-enabled workflows to visualize pipeline risk, tier accounts and scale outreach; created an AI-supported Agentforce onboarding knowledge base with NotebookLM.

SpotOn

Jul 2023 – Jun 2025

GTM Sales Manager (Mar 2024 – Jun 2025) · Inside Account Executive, Founding Team (Jul 2023 – Mar 2024)

- Built and led Inbound, SDR and SE teams supporting inside and field sales through process design and learning & development programs.
- Created and optimized lead routing, MQL-to-SQL workflows, territory strategy and performance reporting — repeatable revenue engines of $90K net-new ARR per rep per month.
- Managed in-person and remote employees across North America, collaborating with cross-functional teams, prospects and customers.
- Built performance dashboards using conversion and operational metrics to identify process improvements and deliver an exceptional customer experience.
- Founding member of the Inside AE team; helped design and scale the Inside Sales organization during a strategic repositioning to Restaurant POS while meeting individual KPIs.

Groupon
Jul 2019 – Jul 2023

Account Director & Account Manager — Onboarding, Retention & Growth, Multi-Vertical (Aug 2022 – Jul 2023)

- Delivered 100–135% quota attainment for four consecutive years; earned 2022 Groupon All Star Achievement.
- Maintained strong customer relationships and promotional strategies against gross-profit objectives, balancing profitability with customer value.
- Diagnosed and relaunched an underperforming customer campaign — expanded geo-targeting, optimized SEO and ad creative, removed purchase restrictions and simplified redemption — delivering a 19x increase in sales.

Merchant Development Specialist — Onboarding, Retention & Growth (Jul 2019 – Aug 2022)

- Adapted rapidly across three specialist teams: Beauty & Wellness, Things to Do, and a multi-vertical strategy role.
- Collaborated with Sales Ops, Finance and leadership to implement new sales tools and process improvements aligned to company initiatives.
- Consistently met or exceeded all NRR and gross-profit targets.

AKIRA
Sep 2018 – Apr 2019

Assistant Store Manager — Water Tower Place & Andersonville

- Recruited, trained and coached a high-performance sales team, directly increasing store conversion rates and cultivating a customer-centric culture.
- Co-led operational, visual merchandising and styling teams on strategies to achieve and exceed store revenue targets.

American Girl — Chicago Flagship
Nov 2014 – Apr 2018

Truly Me Sales Lead · Historical Sales Lead · Bookstore & Bitty Baby Sales Lead

- Earned consecutive people-leadership promotions, culminating in the highest-revenue department.
- Drove department sales targets through floor management, scheduling, visual merchandising and inventory control; coached associates across specialized departments.

Victoria's Secret — Chicago Flagship
May 2012 – Nov 2014

Customer Experience Lead · Customer Experience Associate

- Quickly promoted to Sales Lead to oversee floor operations, daily sales metrics and loyalty program growth for a high-volume flagship.
- Coached associates to premium service standards, increasing conversion rates and customer satisfaction scores.

EDUCATION & CERTIFICATIONS

Google Data Analytics Professional Certificate — Coursera/Google, Mar 2026 – Present

Certified Personal Trainer — National Academy of Sports Medicine, 2021

Coursework toward B.S. Elementary Education — Drake University, 2007 – 2009