



Position: Head of Customer & Partner Success

Reports to: Chief Growth Officer

Position Summary

The Head of Customer & Partner Success at Scrum Alliance plays a pivotal role in driving satisfaction, loyalty, and long-term success among Scrum Alliance's enterprise customers and partners. This leader will design and oversee onboarding experiences, monitor key satisfaction metrics, and ensure smooth renewals, upselling opportunities, and ongoing engagement for critical customer and partner groups, including channel partners, accreditation training partners, and certified trainers.

This role is responsible for building strong relationships with enterprise customers and partners, fostering their success with Scrum Alliance's products and programs, and advocating for their needs within the organization. As part of the leadership team, the Head of Customer & Partner Success collaborates closely with internal teams to align strategies and optimize experiences that enhance retention, growth, and mutual value.

Key Responsibilities

Customer & Partner Success Management: Drive satisfaction, retention, and growth by delivering exceptional experiences for enterprise customers and partners.

- Oversee onboarding programs for new enterprise customers and partners, ensuring they are equipped to succeed with Scrum Alliance's offerings.
- Act as the primary advocate for partner and customer satisfaction, monitoring Net Promoter Score (NPS) and other engagement metrics to identify areas for improvement.
- Develop and execute retention and renewal strategies, ensuring high retention rates among enterprise customers and partners.
- Own the process and KPIs for upselling additional products and services to existing customers, contributing to overall revenue growth.
- Proactively identify and resolve issues or concerns to ensure a positive experience for all customers and partners.

Trainer Engagement & Success: Foster relationships with certified trainers, ensuring their success through proactive support and advocacy.

- Serve as the primary point of contact for certified trainers (CSTs, CSATs), building trust and ensuring alignment with Scrum Alliance's mission.
- Oversee trainer onboarding, certification, and renewal processes to maintain high standards and engagement.
- Collaborate with trainers to support new product adoption, provide updates on policy changes, and address concerns or challenges.
- Establish systems to monitor trainer performance, including course feedback, enrollment trends, and other key indicators, providing actionable insights to trainers and internal teams.



- Act as a liaison between trainers and the organization, representing their needs and contributing to product development, marketing, and operational strategies.

Channel Partner Support: Empower training partners with tools and guidance to deliver Scrum Alliance programs effectively.

- Support channel partners, accreditation training partners, and other strategic collaborators, ensuring they have the tools and resources needed to succeed.
- Collaborate with the marketing and product teams to create co-branded resources, training materials, and support programs tailored to partner needs.
- Conduct regular check-ins with partners to understand their challenges and share updates on new opportunities or initiatives.

Program Development & Optimization: Design and refine programs to meet market needs, leveraging insights to optimize outcomes.

- Design and optimize customer and partner success programs to support long-term satisfaction and growth.
- Continuously evaluate and refine onboarding and retention strategies, ensuring alignment with Scrum Alliance's mission and business goals.
- Work with internal stakeholders to ensure partner and customer feedback informs product enhancements and organizational decisions.

Cross-functional Collaboration & Thought Leadership: Collaborate across teams and represent customer and partner needs to align strategies and drive impact.

- Partner with the Head of Sales & Channel Partnerships and other leaders to align strategies and achieve shared goals.
- Represent Scrum Alliance at industry events, conferences, and partner meetings, building awareness of the organization's commitment to customer and partner success.
- Provide data-driven insights and recommendations to the leadership team to improve customer and partner experiences.

Success Metrics

The Head of Customer & Partner Success will be evaluated based on the following key performance indicators:

- **Customer & Partner Retention:** Maintain high renewal rates among enterprise customers, trainers, and channel partners.
- **Satisfaction Metrics:** Achieve target NPS and customer satisfaction scores.
- **Onboarding Effectiveness:** Reduce time to value for new customers and partners through streamlined onboarding processes.
- **Revenue Growth:** Drive upsell opportunities among existing customers and partners.
- **Trainer Engagement:** Increase adoption rates for new products and maintain high levels of trainer participation and feedback.



- **Operational Efficiency:** Continuously improve processes and reduce churn rates for customers and partners.

Supervisory Responsibilities

- Manage and mentor a team of 0–3 direct reports (e.g., Partner Success Managers) as the program scales.
- Make employment and pay decisions, conduct performance evaluations, and foster the professional development of team members.

Required Skills/Abilities

- Strong leadership and relationship-building skills, with the ability to inspire and support diverse stakeholders.
- Exceptional communication skills including listening and translating concerns into positive action steps and solutions.
- Ability to influence, inspire, and drive groups to consensus on a variety of topics related to business direction and changes.
- Proficient/expert experience in HubSpot strongly preferred.
- Excellent communication and negotiation skills, with the ability to address challenges, inspire others, and build consensus.
- Data-driven mindset with expertise in using metrics to inform decisions and strategies.
- Familiarity with customer success platforms, CRM tools, and related technologies
- Understanding of agile and scrum methodologies (preferred).
- Prolonged periods sitting at a desk and working on a computer, including regular syncs with our trainer community across multiple timezones.

Education & Experience

- Bachelor's degree in business, marketing, or a related field (MBA or advanced degree a plus).
- Minimum of 7 years of experience in customer success, partner success, or a related field.
- Proven experience managing strategic relationships and driving retention and satisfaction in enterprise or professional services environments.

About Scrum Alliance

Scrum Alliance is a global organization dedicated to transforming the world of work through the widespread adoption of agile and Scrum. We support individuals, teams, and organizations on their journey toward agility through certifications, training, and membership benefits. The Head of Customer & Partner Success will play a critical role in fostering relationships that extend the impact of Scrum Alliance's mission across the globe.