

# Gretchen Fisk

## Contact

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## Education

BS TELECOMMUNICATIONS

BA POLITICAL SCIENCE

University of Florida

Summa Cum Laude

## Skills

Deep understanding of client life cycle from IC & manager perspective

Tools: Salesloft, Jira, Asana, Salesforce, Reply.io, MixMax, Sendgrid, Looker

New hire onboarding and skills development coaching

Meticulous, methodical thinking with experience diving strategically into data & analytics

Data driven executive level presentations

## Accomplishments

2022 GTM Teammate of the Year, Apartment List

Accelerating Your Impact Certification by Mahoney Performance Institute

## Interests

Reading, economic news, DIY home renovations & cooking

## Experience

SENIOR MANAGER, GTM EXPANSION

Apartment List | February 2023 - Present

- 105%+ team sales attainment in 2024 while keeping churn 40% lower than quota
- Hired and onboarded 7 account managers in <1 year while simultaneously navigating personnel departures and maintaining strong team confidence in the business' direction
- Coached and held team accountable to consistent pipeline management which led to a **76% increase in opportunity creation** from Q1 23 to Q1 24
- Increased team's activity **output by 49%** in T12M using Salesloft coaching tools
- Collaborated on 10 - 15 partner calls per month with team along with various in-person business reviews
- Championed change management with growth mindset while **directly managing + coaching 8 AMs** hands on
- Constantly defined, measured and reported on metrics to analyze expansion and churn forecasts while providing actionable insights to leadership and cross functional partners to help meet sales targets

TEAM LEAD, CLIENT SUCCESS

Apartment List | January 2022 - February 2023

- Created brand new Inside Sales CSM team by hiring and ramping 3 new CSM's within 6 months
- Led successful pilot program to combine CSM and AE roles in Q4 22 which resulted in an average to **attainment of 108%** in the first 90 days and eventual rollout to the entire sales org
- Aligned processes between sales and CSM teams in order to prioritize accounts based on their potential expansion value
- Spearheaded AI product adoption through auto enrollment campaigns
- Continually shared **feedback with cross functional partners to improve processes** between teams like product, marketing and enablement
- Showcased an agile individual contributor mentality while leading a team and managing a book of business

CLIENT SUCCESS MANAGER, INSIDE SALES

Apartment List | March 2021 - January 2022

- Strategized directly with 3 sales directors to refine CSM/AE relationship and level of service to deliver to new Inside Sales segment
- Responsible for **mitigating churn at 800+ SMB accounts** and met all company churn goals for 10 months
- Worked closely with 15+ AEs as the sole CSM supporting the Inside Sales team
- Identified gaps in reporting, resources and product knowledge amongst the sales org to foster continuous improvement and push for training opportunities
- Conducted **30+ QBRs/month** focusing on new business development grounded in data story telling

SENIOR CLIENT SUCCESS MANAGER, ENTERPRISE

Web Scribble | March 2020 - March 2021

- Managed onboarding and contract renewal for high volume of enterprise partners like AARP
- Increased partner loyalty and sentiment measured by NPS by maintaining high levels of engagement with key stakeholders through in-person site visits & QBRs
- Sourced and **implemented Salesloft for CSM and sales team** (25 individuals)
- Analyzed data from internal sources like Salesforce to identify and proactively communicate with partners to act upon new opportunities or potential risks and focus on revenue expansion
- Led the development of entire partner onboarding and renewal playbook for department while creating assets like case studies, videos and partner referrals
- Trained and up leveled personnel on CSM, sales and technical support teams while **creating the onboarding program** for growing CSM team

CLIENT SUCCESS MANAGER

Web Scribble | April 2018 - March 2020

- Decreased time to launch new clients by 47% within first year through streamlined processes and improved project management company-wide
- Helped clients transitioning from our competitors **increase their net monthly revenue by 34%** on average by identifying new cross-selling and revenue opportunities
- Achieved negative churn through revenue expansion, increased product adoption and securing long-term renewals from key customers
- Coordinated all planning, promotion, marketing and logistics for 12+ events per year
- Facilitated **transition from Pipeline CRM to Salesforce** with a focus on improved opportunity management