

# 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, ACCOUNT MANAGEMENT

#### Apartment List | February 2023 - Present

- Led team to **105%+ sales attainment** in 2024 with **124% net revenue retention**, managing a **\$27M** annual revenue client portfolio while driving top AI product adoption (Lea Pro) across the company
- Recruited, onboarded and managed a team of **8 account managers** on the East coast while maintaining a team culture of high performance and accountability
- Developed and implemented career development and training programs to up level the AM + Sales orgs
- Increased team's overall activity (email, call, meeting) **output by 49%** in T12M using Salesloft
- Joined **10 - 15 client calls** per month alongside AMs including in-person business reviews every quarter
- Constantly defined and reported on metrics to read out on expansion and churn forecasts while providing actionable insights to leadership and cross functional partners
- Spearheaded design and rollout of new comprehensive parental leave coverage plan for account managers

### TEAM LEAD, CLIENT SUCCESS

#### Apartment List | January 2022 - February 2023

- Built and launched a new Inside Sales CSM team, **hiring and ramping 4 CSMs in just 6 months**
- Developed new processes between sales and CSM teams in order to prioritize accounts based on their potential expansion value
- Spearheaded a pilot program merging CSM and AE roles, achieving **108% attainment in 90 days** and driving full-scale adoption across the sales org the following quarter
- Led AI product adoption through partnership with marketing, leveraging auto-enrollment campaigns
- Continually shared **feedback with cross functional partners to improve processes** between teams like product, engineering and enablement
- Balanced strategic leadership with hands-on execution, managing a book of business while leading a team

### CLIENT SUCCESS MANAGER, INSIDE SALES

#### Apartment List | March 2021 - January 2022

- Partnered with 3 Sales Directors to redefine the CSM/AE relationship and determine customer service levels for the Inside Sales segment
- Served as the **sole CSM supporting 15+ AEs** on the Inside Sales team
- Owned **churn mitigation for 800+ SMB accounts**, meeting company churn goals for 10 consecutive months
- Identified gaps in reporting, resources and product knowledge amongst the sales org to foster continuous improvement and push for training opportunities
- Led **30+ QBRs per month** via Zoom, leveraging data storytelling to drive new business development

### SENIOR CLIENT SUCCESS MANAGER, ENTERPRISE

#### Web Scribble | March 2020 - March 2021

- Managed onboarding and contract renewal for enterprise partners like AARP and Adweek
- 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
- Developed and implemented a comprehensive partner onboarding and renewal playbook, creating supporting assets such as case studies, videos, and referral programs to enhance engagement and retention
- 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