JEFF RINGGENBERG

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SUMMARY

Customer Success leader with 20+ years of experience across SaaS, technology, and enterprise account management, specializing in retention, expansion, executive relationships, and complex customer strategy. Proven track record managing high-value portfolios, navigating escalations, influencing product strategy, and aligning cross-functional teams around customer outcomes. Known for turning ambiguity into clear objectives, developing people through coaching and enablement, and building trusted relationships with executive stakeholders. Product-minded operator with deep Lever expertise and a passion for developing CSMs and building scalable Customer Success practices.

EXPERIENCE

EMPLOY INC.

Strategic Customer Success Manager **September 2025 - Present**

Manage a portfolio of 25 strategic, high-touch accounts representing ~$2.2M in ARR, driving 87.5% retention through executive engagement, proactive risk mitigation, and targeted renewal strategies.

Portfolio & Customer Leadership

- Turned around at-risk accounts through cross-functional partnership across Product, Support, Sales, and Customer Success, driving NPS improvement from 0 to 8 and securing multi-year renewals.
- Serve as a trusted product and strategic advisor for complex Lever customers including the two largest enterprise customers, translating customer needs into actionable product feedback and influencing roadmap priorities.
- Act as a collaborative resource for peers on complex customers, product, and technical challenges, helping CSMs navigate escalations and develop effective customer strategies.
- Support complex renewal and escalation situations, partnering cross-functionally with Customer Account Management, Product, Support, Legal, and Finance to protect customer relationships and revenue.

Organizational & AI Leadership

- Led the AI Innovations Cohort representing Lever CSMs, helping shape the program strategy, owning customer communications, facilitating Voice of Customer conversations, and synthesizing feedback into a comprehensive set of product recommendations. Recruited 15 customer participants, validated messaging and vernacular for emerging AI solutions, and delivered actionable recommendations to improve future program adoption and execution.
- Hand-selected as an AI Tinkerer to accelerate AI adoption across Customer Success; led curriculum development and a 4-hour hands-on AI Dev Day workshop for 50+ CSMs, built an interactive website as a learning hub, and developed an AI-powered success planning framework that synthesizes multi-source customer data to surface risks, opportunities, and strategic account insights.

BEYOND SHAME (VENTURE CONCEPT — GOBEYONDSHAME.COM)

Founder and Product Lead **August 2024 - Present**

Conceived and designed a digital mental health platform focused on helping individuals transform toxic shame into greater self-awareness, authenticity, and emotional resilience.

- Conducted customer discovery interviews, market research, and competitive analysis to identify opportunities within the mental health and behavioral wellness landscape.
- Authored product requirements, user flows, feature specifications, and roadmap concepts for AI-assisted onboarding, guided reflection experiences, and community-based support systems.
- Created interactive prototypes and clickable product experiences to validate concepts, test workflows, and communicate product vision to potential advisors and collaborators.
- Evaluated practical applications of AI and large language models to personalize user experiences.

ROCKETBUILD / RECRUIT ROOSTER

Product Manager & Customer Success Lead **March 2021 - September 2025**

Lead customer success and product strategy for two B2B2C HRTech SaaS platforms, driving adoption, retention, and product development.

- Maintained a 94.8% client retention rate through personalized onboarding, training, and support.
- Resolved 92% of client inquiries within 24 hours, increasing customer satisfaction and efficiency.
- Served as primary liaison between clients, sales, marketing, and engineering to convert feedback into product enhancements.
- Led product demos along with onboarding and training sessions, strengthening adoption and renewal outcomes.

COMCAST ADVERTISING

Advanced TV Strategist **September 2016 - June 2020**

Partnered with regional and national sales teams to develop and implement advanced TV and video advertising strategies.

- Led strategic planning for over 100+ brands, achieving 185% YoY revenue growth.
- Trained 500+ traditional TV reps on CTV/OTT advertising, improving client confidence and retention.

AVANT HEALTHCARE

Digital Project Manager **August 2015 - May 2016**

Managed digital engagement marketing projects for Eli Lilly and Company, serving as key client liaison between client business units (Cyramza and Trulicity brand teams) and internal account executives.

- Led product execution and managed progress updates to ensure alignment and successful delivery.
- Launched digital programs including an SMS tactic to improve physician engagement all while abiding by marketing guidelines, directing content through Medical-Legal-Regulatory reviews for final approvals.

DEVELOPERTOWN

Director of Business Development **August 2014 - May 2015**

Sold custom software development to Fortune 500 clients and transitioned company from a focus on startups to enterprise brands.

- Closed $350K in new deals and built a $1.2M sales pipeline within 9 months.
- Secured multiple equity stake opportunities for the investing arm of the organization.

EARLY CAREER HIGHLIGHTS

- Promoted through United Talent Agency's agent training program, working for two talent agents and then advanced to support the head of business affairs and TV packaging for high profile clients.
- Brokered over $25M in commercial real estate transactions at Grubb & Ellis as a Sales Associate.
- Managed high-profile corporate accounts for Starwood Hotels & Resorts, securing over $4M in transient business contracts for two hotel properties.
- Leveraged social media to market to and recruit cast members for 5 network reality TV shows.
- Built and optimized a Shopify-based eCommerce platform, integrating print-on-demand services using Printful and multi-channel sales through storefronts on Facebook, Instagram, and TikTok.
- Built and scaled a creative agency, managing business development, account management, and product strategy across 50+ client accounts.
- Oversaw the design and launch of an eCommerce "daily deal" platform and two mobile apps in the early days of the Apple App Store: Weather Notifier (Top 40 app) and Design o' Clock (10k+ installs).

EDUCATION

University of Iowa **August 1999 - December 2003**

- Bachelor of Business Administration with Dual Majors in Marketing & Management