

# John Aarts

## Customer Success Manager

📞 +1-952-140-6600

✉️ john\_xander@gmail.com

📍 Amsterdam, Netherlands

🌐 [linkedin.com/in/\\_XanderAarts\\_](https://www.linkedin.com/in/_XanderAarts_)

## SUMMARY

Enthusiastic Customer Success Managers with seven years of experience coordinating Customer Success staff and analyzing complaints, developing new procedures, and implementing customer retention campaigns. Proven project team leader and client service manager. Focused on building excellent productive client relationships, quickly resolving issues to assure their business needs are met.

## EXPERIENCE

### Senior Customer Success Manager

#### Blanchette

📅 2017 - Ongoing 📍 Amsterdam, Netherlands

Blanchette is data-driven marketing database company

- Achieved an average 115% Net Retention Rate (NRR) on a target of 102%, for five consecutive quarters
- Developed an end-user training curriculum for Microsoft Office 365
- Partnered with AE to grow book of business 25% YoY
- Managed an EMEA book of business of USD \$2-2.5M in ARR - achieved and exceeded renewal and up-sell targets

### Customer Success Manager

#### Dufour

📅 2015 - 2017 📍 Amsterdam, Netherlands

Dufour is the leading Competitive Intelligence tool for Search Ads.

- Achieved 100% retention rate and restore the relationship for at-risk accounts
- Proactively managed customer relationships and lifetime value; drove the recurring revenue up by 25%
- Created strategic success plans for my client base that resulted in 100% customer outreach
- Negotiate renewal contracts with a combined retention rate of 102% of monthly reoccurring revenue
- Improved Customer Retention Rate from 65% to 78%

### Sr. Customer Success Manager

#### Bernier

📅 2011 - 2015 📍 Amsterdam, Netherlands

Bernier is a leader in data-driven marketing and cloud-based marketing technology

- Joined the company as employee #7 and reported directly to the CEO
- Managed book of business with 250 clients and over \$2M ARR
- Converted 34% of all accounts into sales reference customers and surpassing team goals on a consistent basis

## EDUCATION

### Master of Sociology

University of Amsterdam

📅 2013 - 2014 📍 Amsterdam

### Bachelor of Economics

University of Amsterdam

📅 2009 - 2012 📍 Amsterdam

## SKILLS

CRM    Salesforce    NetSuite

MS Excel    Hubspot    Mailchimp

CI Tools    SimilarWeb

## STRENGTHS

### Negotiation and presentation

Understanding negotiation dynamics and presenting information in a clear and effective way.

### Research

Always prepared for the customer & his industry specifics

### Customer Relationship

Always providing support to both prospective and existing customers.

## LANGUAGES

### English

Native



### Dutch

Proficient



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**LM Reder**



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