



IÑAKI AZPARREN

Sr. Director of Customer Success

SUMMARY

Experienced executive with more than 20 years expertise in SaaS/Enterprise/Cloud software design and service delivery. Proven ability to build, manage, and grow passionate, high-performance teams that excel at driving customer satisfaction and adoption. A member of the executive leadership teams who plays a key role in defining and executing overall corporate, competitive, and product strategy.

During my last 7 years I was part of the team in charge of land and expand in LATAM region by building teams, strategies, brand awareness and profitability.

 Córdoba Capital, Córdoba, Argentina

 +54 9 351 3517181888

 iazparren@gmail.com

EDUCATION

1995 - 2000

COMPUTER SCIENCE

UNIVERSIDAD BLAS PASCAL

Córdoba - Argentina

2000 - 2004 (*missing thesis*)

MASTER IN SOFTWARE ENGINEERING

UNLP

La Plata - Argentina

TRAININGS

PMP, Negotiation, Customer Success

PERSONAL ATTRIBUTES

Attention to Detail

Analytical and Problem-Solving Skills

Flexible

Proactive

Self-Motivated

Think Outside the Box

Work Efficiently in a Fast Paced Environment

SKILLS

Negotiation

Software as a Service

Cross-functional team leadership

Management and Strategy

Excellent written and verbal communication

LANGUAGE

ENGLISH - SPANISH -

PORTUGUESE (basic)

EXPERIENCE (*last 12 years of 25*)

SR. DIRECTOR OF CUSTOMER SUCCESS LATAM - COGNITE INC

November 2021 - Actual

Joined a challenging project of building LATAM región for Cognite SaaS platform in O&G, Manufacturing and Energy. During the first year I lead the execution of 5 projects that settled the brand in the region among customers and partners to grow organically with 0,5M USD in RS and a pipeline of 5M.

SR. DIGITAL BUSINESS & PRODUCT STRATEGIST - PIANO INC.

July 2020 - October 2021

Combining all of my years of experience in digital industries and focus on customer oriented work, I was responsible for meeting my clients' digital business objectives, providing guidance and tactics by working closely with the dedicated teams to successfully execute strategies. Managed LATAM and Iberic customers ~2,5M USD

ACCOUNT DIRECTOR - PIANO INC.

November 2019 - July 2021

Build, maintain and manage strong relationships with clients

Develop new accounts and new opportunities for existing customers.

Anticipate customers' needs and analyzing trends for future opportunities.

Guide and coach account personnel to achieve their goals and company goals.

Portfolio of ~40 accounts / 1.8M USD

VP PPRODUCT TECHNOLOGY & BEST PRACTICES LATAM - CXENSE INC.

October 2015 - September 2019

Keep working close to our partners (customers) focused on improving the ROI, finding new technologies and usages for our products, while standardizing best practices from all geos to evangelize and grow customer usage.

Lead the growth of the company in LATAM managing a portfolio of 1.5M USD

PRODUCT MANAGER - INTEL CORPORATION

September 2010 - September 2015

My main responsibility was the ideation and definition of the new products for the program. Responsibilities included conducting product discovery process to define the right product to build, define and write product vision, strategy and value proposition, and share BKM's within workgroups to determine an appropriate course of action.

Some of the product I've participated were MGo (Technicolor and Dreamworks). Intel Cloud Service Platform, TrueKey.com. Main focus was on Cloud services, Data platforms, Identity and Security.

*More work background in linkedin <https://www.linkedin.com/in/iazparren/>