

# BRANDON CREMEEN

bcremeen12@gmail.com • Sacramento, CA • Portfolio Available

Customer Success | Partnerships | SaaS & AI Platforms

Strategic Customer Success and Partnerships professional with 7+ years managing complex B2B, B2C, and channel partner portfolios across SaaS and AI-native platforms. Oversees \$5M+ in total ARR across enterprise, SMB, and consumer segments with a sustained 95%+ customer retention rate. Skilled at driving product adoption and time-to-value, translating technical capabilities into measurable business outcomes, and building lasting stakeholder relationships from individual contributors to the C-suite. Fluent in AI tools including Claude and ChatGPT with hands-on experience applying AI-powered workflows to real business challenges.

## IMPACT AT A GLANCE

|                   |                  |                |                    |                |
|-------------------|------------------|----------------|--------------------|----------------|
| <b>\$5M+</b>      | <b>350K+</b>     | <b>95%+</b>    | <b>\$1M+</b>       | <b>700+</b>    |
| Total ARR Managed | End Users Served | Retention Rate | Enterprise B2B ARR | RMAs Processed |

## CORE COMPETENCIES

**Enterprise Account Management:** QBRs, success plans, renewal management, revenue retention

**Channel & Partner Management:** B2B2C programs, partner enablement, co-selling motions

**Change Management:** Train-the-Trainer, Center of Excellence, org-wide adoption

**AI Tools & Workflow Integration:** Claude, ChatGPT, prompt-based productivity workflows

**Content & Enablement:** Help docs, FAQs, video tutorials with 9K+ combined views

**Product Adoption & Time-to-Value:** Onboarding, enablement, consumption & seat-based models

**Customer Health & Retention:** Health scores, churn mitigation, stakeholder engagement

**Executive Stakeholder Management:** C-suite alignment, business case development, ROI framing

**Voice of Customer:** Feedback loops, NPS/CSAT, product roadmap influence

**CRM & Tools:** HubSpot, Zoho, Freshdesk, Jira, Asana, Stripe, Slack

## PROFESSIONAL EXPERIENCE

**Senior Customer Success Manager** | Pixellot — AI-Powered Sports Video & Data Solutions *Jan 2021 – Present*

*Promoted: Partner Solution Specialist (Jan 2021) → Consumer Partnership Manager (Jan 2022) → Senior Customer Success Manager (2026)*

Own a \$5M+ ARR portfolio spanning 6 enterprise B2B accounts, 5,000+ B2C customers, and a newly launched B2C2B channel partner program — driving product adoption, customer health, and revenue retention across all three segments of Pixellot's AI-based automatic video platform.

- Manage 6 major enterprise B2B accounts representing \$1M+ in combined ARR and 600+ AI camera deployments, including one of Pixellot's largest North American partners at \$561K ARR — which generated an additional \$85K in consumption overages in 2025, reflecting deep product adoption and a strong expansion opportunity.
- Maintain 95%+ customer retention rate over 4 consecutive years across a multi-segment portfolio, demonstrating consistent stakeholder engagement, proactive churn mitigation, and strong renewal management.
- Lead a newly launched B2C2B channel partner program with 8 active partners, generating \$100K in new revenue and expanding Pixellot's market reach through third-party platforms and distribution channels.

- Oversee the B2C customer base of 5,000+ active customers (\$4M ARR / \$250K MRR), maintaining high engagement through a newsletter with a ~50% open rate — more than double the industry average — and proactive onboarding support.
- Built Pixellot's global customer onboarding program from the ground up with no prior process in place; personally onboarded 14 enterprise and mid-market partners, developing scalable playbooks, help guides, and video tutorials with 9,000+ combined views.
- Developed and automated the Global RMA process, overseeing 700+ hardware replacements — collaborating with Operations and the supply chain to transform a fully manual workflow into a scalable, automated system reducing resolution time and operational overhead.
- Act as Voice of Customer by maintaining structured feedback loops between end users and the Israel-based product team, directly influencing the product roadmap and driving faster resolution of critical issues across international time zones.
- Manage dedicated Slack-based support channels for enterprise partners with same-day response times, ensuring white-glove service for high-value accounts while maintaining scalable B2C support coverage.
- Collaborate cross-functionally with Product, Engineering, Sales, and Support teams across multiple time zones to resolve escalations, improve customer health scores, and surface expansion opportunities.

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**Sales & Marketing Specialist / Academy Manager** | ScoreVision / Fantag (Acquired) *Aug 2018 – Nov 2020*

- Core member of the 6-person Fantag team through a successful acquisition by ScoreVision, contributing to the B2B sales, marketing, and go-to-market strategy that made the company an attractive acquisition target.
- Co-developed and launched ScoreVision Academy, a hands-on enablement program providing students with real-world experience in marketing, sales, and video production demonstrating ability to build training programs from scratch.
- Led business development at Fantag, identifying and engaging potential B2B partners and customers for a cloud-based video capture platform; managed CRM, website, and social media channels.

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## EDUCATION

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**Bachelor of Arts, Business Administration** — Marketing Emphasis  
*Lindenwood University*