

# Joshua A. Vogel

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## Customer Success Director / VP Track | \$10.5M ARR @ 147% NRR | 2025 Creative CS Leader Award

*Architect of Scalable Growth. Turnaround Specialist. Enterprise Account Leader.*

Customer Success leader with 10+ years building and scaling CS organizations that consistently deliver **>110% NRR**. Most recently ran a **\$10.5M ARR enterprise portfolio at 147% NRR** at Cloudflare; previously built CS from scratch at aboutGOLF (1,200 accounts, 98% retention, \$2.5M upsell ARR, 44% churn reactivation) and ran a \$25M ARR Enterprise book at WithYouWithMe at 120% NRR. Equally comfortable architecting bespoke high-touch programs and scalable digital success motions. Author of *The CS PRESS* on practical CS leadership and creator of the TORCHED mentorship framework applied with 100+ practitioners. **2025 Creative CS Leader Award recipient** (Customer Success Collective; selected by an industry panel of CS thought leaders).

### PROFESSIONAL EXPERIENCE

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**Cloudflare** (*Cybersecurity & Edge Computing*) | Sydney, Australia | **July 2025 – Present**

*Customer Success Manager · Enterprise*

- **Portfolio:** \$10.5M ARR across 44 high-complexity enterprise accounts; sustained **147% NRR** through multi-product adoption across application security, Zero Trust, Network, and Developer platforms.
- **Pipeline:** Materialized **\$934K in upsell and cross-sell pipeline** in Q3 and Q4 2025 by aligning customer technical roadmaps with mission-critical infrastructure investment.
- **Retention:** Held **100% logo retention** across the enterprise portfolio by codifying a standardized churn-mitigation framework anchored on success plans and disciplined QBR cadence.
- **Cross-functional governance:** Stood up a "Rescue Squad" model (CSM + AE + SE + RAM) for high-risk enterprise accounts, replacing fragmented engagement with unified Strategic Account Governance.
- **Operational craft:** Built AI-augmented data synthesis into the QBR process, **compressing report-generation cycles by 75%** while improving claim-to-source verification.
- **Strategic advisory:** Shifted customer conversations from tactical usage reporting to tailored business insights tied to customer P&L outcomes.

**aboutGOLF** (*SaaS & Sports Technology*) | US, Remote | **May 2023 – June 2025**

*Director of Customer Success and Support* | January 2024 – June 2025

*Director of Customer Success* | May 2023 – December 2023

- **Departmental turnaround:** Took ownership of a demoralized organization spanning both CS and Support, leading the transition to a proactive, revenue-aligned function.
- **Revenue engineering:** Generated **\$2.5M in upsell ARR** through bespoke engagement with top-tier accounts; ran a \$1.4M targeted upsell campaign for new installations.
- **Reactivation playbook:** Recovered **44% of churned ARR (\$400K)** via cross-functional Happy Path playbooks and re-onboarding programs, while sustaining **98% logo retention**.
- **Operational scalability:** Scaled CSM coverage by **67%** (150 → 250+ accounts per CSM) by productizing a "1:Many" digital success model with monthly Open Office Hours, Town Halls, and an outcomes-driven enablement track.
- **Cart-to-Curb automation:** Architected a Salesforce + e-commerce + warehouse integration that automated the order-to-fulfillment lifecycle, eliminating 100% of manual order processing for the CS team.

- **Data integrity:** Partnered with Finance to reconcile 5+ years of legacy revenue data (5,000+ records), achieving **99.9% ARR record accuracy** for board-level forecasting.
- **Customer health:** Built the company's first unified 1–10 health scoring system in Salesforce, aggregating NPS, CSAT, CES, and engagement data for real-time visibility and proactive intervention.
- **Voice of customer:** Improved CSAT by **10%** through a 12-customer Customer Advisory Board that drove product innovation for the aG Leagues platform.

**WithYouWithMe** (*SaaS, HCM & Workforce Development*) | Sydney, Australia | **November 2019 – April 2023**

*Head of Enterprise Account Management* | July 2021 – April 2023

*Senior Enterprise Customer Success Manager* | March 2020 – June 2021

*Enterprise Customer Success Manager* | November 2019 – February 2020

- **Portfolio leadership:** Ran a **\$25M ARR Enterprise book across 30 accounts** at consistent **120% NRR** through high-velocity expansion and retention motions.
- **Marquee account growth:** Grew **Accenture from \$1.3M to \$5M ARR in 90 days** by accelerating developer deployment cycles and rebuilding executive relationships through targeted business reviews.
- **Industrialized delivery:** Engineered bespoke enablement programs that **compressed technical training cycles by 50%** and reduced contractor time-to-productivity by 30%.
- **Engagement model:** Productized a standardized customer engagement framework integrating monthly performance cadences and Customer Success Plans (CSPs) to secure recurring upsell motion.
- **Promotion arc:** Promoted twice in 3.5 years from individual-contributor CSM to Head of Enterprise AM; mentored 20+ CS and account managers across that period.

**United States Navy** (*IT, Cybersecurity & Project Management*) | Naples, Italy | **October 2012 – October 2019**

*IT Infrastructure Project Manager* | 2016 – October 2019

*IT System Administrator* | October 2012 – 2015

- Directed **140+ large-scale infrastructure projects across the EMEA region**, reducing delivery timelines by 25% through workflow redesign.
- Elevated Layer 2/3 technical support standards, reducing resolution times by 40% and improving user satisfaction by 30%.
- Carried operational discipline and project-management rigor into civilian CS leadership starting at WithYouWithMe in 2019. *Navy Achievement Medal recipient; DISA Facility Control Office of the Year (2017).*

## **SPEAKING & MEDIA**

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- **Guest Expert** | *The Customer Success Podcast with Irit Eizips*. Featured episodes on reactivating churned accounts (44% recovery, 98% retention across 1,200 accounts) and supporting major SaaS product launches in mid-sized organizations.
- **Author** | *The CS PRESS* (Substack newsletter) on practical CS leadership: building from scratch, AI-augmented CS, and the operator-engineer hybrid.
- **Coach** | Catalyst Growth Coaching (2023–2024). Application-based CS leadership coaching program.
- **Creator** | TORCHED mentorship framework. Applied with 100+ CS practitioners across career stages.

## **EDUCATION**

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**Bachelor of Science, Information Systems Management** | National University

## RECOGNITION

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- **2025 Creative Customer Success Leader Award** | Customer Success Collective. Selected by a panel of CS thought leaders for advancing CS as a core driver of retention and enterprise value.
- **Navy Achievement Medal** (2019) | DISA Facility Control Office of the Year (2017) | Bob Feller Act of Valor Award (2016)

## SKILLS & TOOLS

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**CS Operations:** Customer Journey Architecture, Health Scoring Systems, "1:Many" Digital Success Models, QBR Frameworks, Customer Advisory Boards, Cross-Functional Pod Models, Renewal Forecasting.

**Revenue Strategy:** Net Revenue Retention (NRR), Gross Revenue Retention (GRR), Churn Mitigation, Expansion ARR, Executive Relationship Management, P&L Management.

**Tooling:** Salesforce, Gainsight, HubSpot, Power BI, Tableau, Jira, Confluence, Pardot, MS 365, G Suite, ServiceNow, Cloudflare platform.

**AI & Emerging Tech:** Built and shipped 50+ production AI-augmented CS workflows on Cloudflare's stack (Workers, D1, Pages, AI Gateway). Hands-on with MCP (Model Context Protocol), Anthropic Claude, OpenCode. Google AI Essentials, Databricks Generative AI Fundamentals.

**Operational:** Certified Customer Success Manager (CCSM) Levels 1 & 2 (SuccessHACKER), PRINCE2 Foundation, ITIL Foundation, Cloudflare Email Security Accreditation.