Brittany Reichwald

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Learn more about me here!

Strategic leader at the intersection of customer success and SaaS innovation, transforming user needs into scalable solutions that drive adoption, retention, and growth. Architect of operational systems, embedding predictive analytics and automation to turn insights into competitive advantages. Cross-functional collaborator who aligns product vision with business outcomes, bridging engineering, CX, and executive stakeholders with measurable results. Relentless optimizer of workflows and experiences, balancing technical depth with customer empathy to deliver products that users love.

KEY COMPETENCIES

Product Strategy & Roadmapping ▪ Cross-functional Product Development ▪ M&A Product Integration ▪ Data Analysis
Customer Health Analytics ▪ Process Automation ▪ Customer Lifecycle Management ▪ Revenue Retention Strategies
Market & Competitive Analysis ▪ Enterprise Reporting Systems ▪ Stakeholder Alignment ▪ Regulatory Compliance

PROFESSIONAL EXPERIENCE

SQUIRE, New York, NY (Remote) Mar 2022 – Present
Team Lead, GTM Technology and Operations May 2026 - Present
Customer Success Operations Manager, Aug 2025 - May 2026

- Own cross-functional Customer Success operations across Salesforce, Planhat, Snowflake, and Polytomic, designing scalable workflows, automations, reporting, and data processes that support CS, Support, Sales, Marketing, and RevOps.
- Built and optimized automated customer lifecycle motions including welcome calls, VIP account reviews, churn-risk follow-up, unpaid invoice escalation, and CSM-to-CES handoffs, improving consistency and reducing manual operational work.
- Developed cross-system Salesforce and Planhat integrations, including bi-directional task status syncing, automated task creation, field synchronization, and data-quality controls to improve reporting accuracy and frontline adoption.
- Led churn-risk strategy and analysis using Tingono customer health signals; identified that high-risk alerts were triggering too late and recommended earlier intervention thresholds based on customer behavior, payment, usage, and competitive-loss trends.
- Built Snowflake and Polytomic data models to solve complex account-hierarchy and reporting challenges, including automated logic to identify canonical locations across multi-location brands and synchronize the results into Salesforce and Planhat.
- Partner with GTM and executive stakeholders on strategic initiatives including CX re-segmentation, executive churn outreach, Agentforce use-case design, founder outreach programs, and audit readiness.

Totango, San Francisco, CA (Remote) Mar 2022 – August 2025
Senior Product Manager, Mar 2025 – August 2025
Product Manager, March 2022 – Mar 2025

- Shape product vision and strategic direction, translating customer needs and market trends into a roadmap that delivers business impact
- Developed and executed go-to-market strategies for new product features, collaborating with cross-functional teams to create compelling messaging and positioning
- Led the creation and dissemination of product release notes, ensuring clear communication of updates to internal stakeholders and customers
- Directed the Report Builder feature for enterprise clients, achieving adoption across accounts with $15M+ ARR. The feature reduced reporting time by 30% through customizable, real-time data visualizations.
- Champion customer-centric growth, launching Advanced Segment Queries that increased segmentation precision and elevated NPS
- Accelerate customer success workflows, delivering 15+ SuccessBLOCs templates that reduced onboarding setup time by 30%
- Lead high-impact product integrations, coordinating mergers post-acquisition (Lou Assist) and competitor merger (Catalyst) while supporting AI-powered product launches (Unison)
- Promote cross-functional collaboration by aligning engineering, design, and go-to-market teams to deliver features that balance speed, quality, and compliance

- Translate user behavior into product improvements, continuously analyzing product performance and user feedback to refine features and prioritize the backlog
- Organized and hosted customer webinars to introduce new features
- Contributed hands-on with technical implementation and debugging, leveraging experience with Python, Node.js, Ember, and React to support engineering teams and accelerate feature delivery

Total Expert, Minneapolis, MN (Remote) Jun 2021 – Mar 2022
Customer Success Operations Manager

- Created a 30% increase in CS team productivity by redesigning core processes and programs to scale with company growth while maintaining service quality
- Partnered with Data Engineering to implement a data solution that enhanced cross-functional decision-making and integration capabilities
- Elevated data integrity across platforms, reducing customer data discrepancies by aligning tools and governance in Gainsight and similar systems
- Transformed visibility into customer health, developing dashboards that improved metric tracking and enabled interventions that directly reduced churn
- Bridged technology with customer strategy, advising on Gainsight optimizations that strengthened lifecycle management and delivered actionable insights for leadership

Egnyte, Inc., Spokane, WA May 2019 – June 2021
Senior Customer Success Operations Analyst, May 2021 – Jun 2021
Customer Success Operations Analyst, May 2019 – May 2021

- Guided a customer health revolution by designing a predictive risk-scoring system with 89% accuracy in identifying at-risk accounts, enabling retention strategies that stabilized revenue
- Advocated for scalable adoption, launching a Tech Touch program that increased onboarding product usage by 35% while cutting manual CSM workload by 28% through automation
- Bridged customer insights with product growth, linking NPS trends to feature development and securing an 8% increase in customer satisfaction through targeted enhancements
- Transformed onboarding efficiency by rebuilding workflows that decreased manual tasks by 28% and accelerated new CSM ramp time by aligning training with real-time performance tracking
- Expanded product engagement by partnering with marketing to deploy hyper-targeted campaigns that increased active usage by 20% for nurtured accounts
- Made success measurable at every level by collaborating across teams to design KPI dashboards that spotlighted expansion opportunities and renewal risks for leaders

byDesign Films, Post Falls, ID Oct 2016 – May 2019
Director of Project Management

- Oversaw the end-to-end Salesforce CRM implementation, leading initial deployment through full rollout while improving data accuracy and sales team efficiency
- Reduced event planning time by 30% by redesigning workflows and introducing automation, allowing a smoother execution of 600+ annual events
- Transformed project tracking and reporting, aligning KPIs with business goals to drive decision-making across leaders and stakeholders
- Coordinated between teams to deliver clear updates on progress, risks, and optimizations that kept initiatives on track and stakeholders engaged

Compliance Alliance, Spokane, WA Sep 2015 – Oct 2016
Marketing Operations Manager

- Delivered a 20% increase in lead conversion by optimizing targeted email nurture sequences, leveraging A/B testing and segmentation strategies
- Boosted email engagement, increasing open rates from 18% to 28% through subject line optimizations and refined audience targeting
- Elevated marketing-qualified leads (MQLs) by 15% by creating high-impact demand generation campaigns that resonated with key buyer personas
- Reduced unsubscribe rates by 12% by shifting to hyper-personalized content strategies, enhancing subscriber retention and long-term engagement

EDUCATION & CERTIFICATIONS

Bachelor of Arts in Marketing & Business Management, Western Governors University
Associate of Arts in Business, Spokane Falls Community College

CompTIA Project+ Certified
Gainsight NXT Certified Administrator
Google Certified Project Manager

TECHNICAL SKILLS

CRM & Project Management Tools: Totango, Gainsight, Salesforce Admin, HubSpot, Zendesk, Jira
Productivity: Google Workspace, Microsoft Office Suite, Asana, Monday, SmartSheet
Data Analytics & Visualization: Tableau, Big Query, Pendo
Collaboration Tools: On24, Zoom, GoToMeeting
Marketing & Survey Tools: Marketo, Outreach, SurveyMonkey, Wootric, Qualtrics
Technical & Software Skills: Mac & PC, SaaS & Agile Experience