

MARCUS ODUM

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[LinkedIn Profile](#) | [Professional Portfolio](#)

EXECUTIVE PROFILE

Visionary SaaS Customer Success Executive with over 15 years of leadership experience driving operational excellence and revenue growth in high-velocity B2B environments. Proven track record managing portfolios up to \$120M ARR, leading cross-functional teams, and scaling Customer Success frameworks to achieve triple-digit growth. Expert in transforming customer engagement into measurable enterprise value and long-term retention.

SKILLS & EXPERTISE

- **Executive Leadership:** P&L Management, Organizational Scaling, Talent Development, Executive Sponsorship, GTM Alignment.
- **Customer Success:** ARR Growth & Retention, Churn Reduction, Customer Lifecycle Optimization, Account Recovery, Customer Champion Programs.
- **Technical Proficiency:** Salesforce, Power BI, Fullstory, ITIL v4 Certified, SaaS Implementation.
- **Methodologies:** OCM Framework, Product Roadmap Development, Data-Driven Product Management, Post-sales engagement journey mapping

PROFESSIONAL EXPERIENCE

EZLYNX | Lewisville, TX | 2016 – 2025

Director of Alliance Partner Customer Success and Operations

- **Revenue Growth:** Achieved **120%+ revenue growth** by spearheading platform expansion initiatives, consistently exceeding forecast targets, and securing market leadership.
- **Portfolio Management:** Directly owned post-sale success and expansion for a **\$120M ARR strategic portfolio**, leading and mentoring a high-performing team of 11 CSMs.
- **Churn Reduction:** Reduced channel churn by **5%** through the design and implementation of a scalable Customer Success framework.
- **Executive Advocacy:** Established and chaired a **Customer Leadership Council** of top-tier executives to influence product roadmaps and ensure C-level value realization during QBRs.
- **Market Positioning:** Launched a formal Customer Champion Program to accelerate adoption and leverage organic success stories for new customer acquisition.

Director of Retail Products

- Implemented a product management culture leveraging **Power BI and Fullstory** to optimize platform utilization and ROI.
- Defined and executed a product roadmap aligned with executive strategy to enhance overall customer value.

Senior Project Manager

- Led complex enterprise implementations and established the foundational infrastructure for the Enterprise Services Group.

CAPGEMINI | Dallas, TX | 2013 – 2016

Project Manager, Management Consulting

- Delivered **10+ large-scale enterprise projects** 100% on time and under budget.
- Managed an ERP transition for **10,000+ employees**, utilizing a robust Organizational Change Management (OCM) framework to maximize user adoption.
- Migrated 400+ legacy applications to SharePoint, ensuring data integrity and business continuity.

CSDC ENTERPRISE SYSTEMS | Fort Worth, TX | 2011 – 2013

Project Manager

- Rescued **four at-risk state-level accounts** by resolving systemic issues and rebuilding client trust.
- Led cross-functional teams to stabilize troubled projects and restore critical timelines.

EDUCATION & CERTIFICATIONS

- **Master of Science, IT Management** | The University of Texas at Dallas
 - *Concentration in Innovation and Entrepreneurship*
- **Bachelor of Science, Exercise Physiology** | Florida State University