

Peter B. Keenan

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EXECUTIVE SUMMARY

Senior Customer Success and Renewals Executive with extensive experience driving customer retention, renewals, and adoption programs for high-growth, PE/VC-backed technology and cybersecurity organizations. Proven track record in designing and implementing customer success strategies, operational frameworks, and cross-functional collaboration to achieve measurable improvements in NRR, GRR, NPS, and customer lifetime value.

Recognized as a transformational, metrics-driven leader with a balance of sales and services management experience. Partnered with PwC, Medallia, Gainsight, and Forrester to build award-winning Customer Experience (CX) programs that improved adoption, satisfaction, and retention.

CORE COMPETENCIES

- Customer Success Leadership & Strategy
- Renewals & Retention Management
- Customer Experience (CX) Design
- Change Management
- SaaS & Cloud Migration Leadership
- Cybersecurity (SIEM, UEBA, AppSec, Identity)
- Onboarding & Adoption Frameworks
- Customer Segmentation (High/Med/Low Touch, Digital Care)
- NPS / CSAT / Health Scoring Programs
- Operational Excellence & Process Optimization
- Cross-Functional Collaboration (Sales, Services, Support, Product)
- Channel & Partner Management (ISVs, MSPs)
- Data Analytics: SFDC, Gainsight, Clari, Tableau, Power BI
- Medallia | TSIA | Lean Six Sigma Certified

PROFESSIONAL EXPERIENCE

CHECKMARX – Boston, MA / Tel Aviv, Israel

Global Vice President, Customer Success & Renewals | 2024 – 2025

- Led a global team of 60 across Customer Success, Renewals, and Customer Success Operations. Outcomes include 6% improved, renewal forecast and 4.5% increase in GRR.
- Improved customer adoption and reduced churn during migration to a new cloud offering.
- Relaunched Digital Care program for commercial accounts, optimizing customer engagement.
- Enhanced onboarding and issue escalation processes, driving measurable gains in NRR/GRR.

SECURONIX – Dallas, TX

Vice President, Global Customer Success & Head of Renewals | 2022 – 2023

- Oversaw global renewals and customer success operations for a Vista Equity Partners portfolio company.
- Implemented Customer Success Playbook and established best practices across global teams.
- Reduced churn by 8% through improved risk management and proactive engagement.
- Collaborated with sales, support, and operations to standardize renewal processes and improve forecasting.

MICRO FOCUS – Boston, MA / London, UK / Santa Clara, CA

Vice President, Renewals | 2020 – 2022

- Directed a global team of 130 professionals managing \$850M in renewal revenue.
- Implemented customer value confirmation frameworks to increase retention and expansion.
- Managed Premium Support and Education business lines.
- Improved renewal efficiency and customer satisfaction through operational automation.

BROADCOM (CA TECHNOLOGIES) – Burlington, MA

Customer Success & Adoption Leader | 2016 – 2020

- Drove a 38-point increase in NPS and a 17% (\$38M) increase in renewals.
- Developed scalable adoption and lifecycle programs for enterprise customers.
- Partnered with global sales and services teams to strengthen expansion opportunities.

CA TECHNOLOGIES – Framingham, MA

Vice President, Global Customer Success & Support | 2011 – 2016

- Led multiple global teams focused on customer experience, adoption, and renewal success.
- Delivered customer success initiatives increasing renewals by \$30M+ and driving 92% renewal rate.
- Collaborated cross-functionally to execute strategic account plans and customer lifecycle management.

Vice President, Global Premium Support Sales | 2014 – 2016

- Managed Premium Support Services and Customer Success Advocates; exceeded \$18M revenue target.

TRIPLESEAT SOFTWARE – Acton, MA

Senior Consultant to CEO | 2010 – 2012

- Advised on customer acquisition and retention strategies for SaaS restaurant event management platform.

SENTRI, INC. – Westborough, MA

Senior Vice President, Sales & Business Development | 2010 – 2011

- Increased revenue by 28% and expanded strategic partner ecosystem.
- Company acquired by Polycom.

SONEXIS, INC. – Tewksbury, MA

Executive Vice President, Sales | 2006 – 2010

- Directed global sales for conferencing and collaboration software; company sold to private investors.

HTI SOLUTIONS, INC. – Marlborough, MA

President & CEO | 2002 – 2006

- Led professional services company specializing in speech self-service, call center, ERP, CRM, and collaboration solutions.
- Drove growth as AT&T's largest value-added reseller; led company to successful sale.

EDUCATION

University of Massachusetts, Amherst – School of Business Administration

Bachelor of Science, Individual Concentration: Entertainment Administration & Business Management

Professional Training: Sandler Sales Institute, MEDDIC, MEDDPICC, Value Negotiation

Certifications: Lean Six Sigma, Medallia CX Professional, Gainsight

BOARD, VOLUNTEER, & COMMUNITY ENGAGEMENT

- Advisory Board Member – MangoSoft
- Volunteer – The Jimmy Fund, Marlborough Community Services
- Board of Directors & Coach – Marlborough Youth Baseball Association
- President – Marlborough High School Boosters Club
- President – Overlook Knoll Homeowners Association
- Advisor – Immaculate Conception Parish Council