

Michelle Jahnke

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Dear Recruiting Team:

I am writing to express my strong interest in the Vice President of Customer Success position. With over 21 years of strategic leadership experience building and maintaining high-value stakeholder relationships across Fortune 500 organizations, I am confident I can drive exceptional customer outcomes and measurable business growth for your organization.

Throughout my career, I've excelled at understanding complex client needs, building trusted advisor relationships, and delivering solutions that drive retention and expansion. As Vice President of Communications at the U.S. Dairy Export Council, I manage strategic relationships with C-suite stakeholders across 100+ countries, translating organizational value into compelling narratives that strengthen partnerships and drive business results. At Mars Pet Nutrition, I led stakeholder engagement for a \$4 billion acquisition, managing expectations across diverse audiences while maintaining trust through complex transformation.

My approach to customer success combines strategic thinking with authentic relationship building. I excel at listening deeply to understand client goals, identifying opportunities for value creation, and mobilizing cross-functional teams to deliver exceptional experiences. Whether managing crisis situations, leading through change, or driving executive engagement, I've consistently demonstrated the ability to build loyalty, expand partnerships, and achieve measurable outcomes.

What sets me apart is my ability to translate strategic vision into operational excellence while maintaining the human connection that drives customer satisfaction. I'm adept at building high-performing teams, implementing scalable processes, and using data-driven insights to optimize customer journeys. My leadership style emphasizes collaboration, accountability, and creating cultures where teams feel empowered to deliver their best work.

I would welcome the opportunity to discuss how my experience leading strategic relationships, driving customer value, and building exceptional teams can contribute to your organization's growth. Thank you for your consideration.

Warm regards,

Michelle Jahnke

Your Next VP of Customer Success

Driving Customer Retention, Expansion & Lifetime Value Through Strategic Relationship Leadership

What I Bring to Your Customer Success Organization

- **21+ years of strategic relationship leadership** managing high-value stakeholder partnerships across Fortune 500 companies including Mars, McDonald's, and global trade organizations
- **Global client engagement expertise** building and maintaining relationships with C-suite executives across 100+ countries, driving satisfaction and long-term value
- **Crisis management & retention excellence** maintaining customer trust and loyalty during challenging situations, including product recalls and major organizational transitions
- **Cross-functional leadership** orchestrating teams across organizations to deliver exceptional customer experiences and measurable business outcomes
- **Change management expertise** (Prosci certified) guiding customers and internal teams through transformation while maintaining engagement and achieving adoption goals

Core Customer Success Competencies

- Strategic account management with proven track record building trusted advisor relationships with executive-level decision makers
- Customer retention & expansion through deep understanding of client needs, proactive problem-solving, and value demonstration
- Team building & leadership creating high-performing customer success organizations that deliver consistent, exceptional results
- Data-driven decision making using insights and metrics to optimize customer journeys, identify growth opportunities, and improve satisfaction
- Executive engagement & influence partnering with senior leadership to align customer success strategy with business goals

Proven Track Record of Customer Success

- **Led stakeholder engagement for \$4 billion M&A transaction**, maintaining customer trust and satisfaction through complex organizational integration
- **Managed customer relationships across 100+ countries**, adapting to diverse cultural contexts and business needs while driving consistent value delivery
- **Protected customer relationships during crises**, maintaining loyalty and trust through transparent communication and proactive problem resolution
- **Built and mentored high-performing teams** that consistently exceeded stakeholder satisfaction goals and delivered measurable business impact

Why I Excel in Customer Success Leadership

I believe the best customer relationships are built on genuine understanding, consistent value delivery, and authentic partnership. Throughout my career, I've approached every stakeholder relationship as an opportunity to listen deeply, solve problems creatively, and drive mutual success. I thrive in environments where customer satisfaction directly impacts business growth.

My unique combination of strategic thinking, relationship expertise, and operational leadership enables me to build customer success organizations that don't just retain accounts—they expand them, create advocates, and drive sustainable revenue growth. I'm passionate about creating customer experiences that demonstrate value, build loyalty, and contribute to long-term organizational success.

MICHELLE JAHNKE

Customer Success & Strategic Relationship Leader

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PROFESSIONAL SUMMARY

Strategic relationship executive with 21+ years of experience driving customer satisfaction, retention, and expansion across Fortune 500 organizations. Proven track record managing high-value stakeholder partnerships, leading teams through transformation, and delivering measurable business outcomes. Known for my authentic, data-driven leadership approach that builds trust, drives adoption, and creates lasting customer value.

CORE COMPETENCIES

Strategic Account Management • Customer Retention & Expansion • Executive Relationship Building • Stakeholder Engagement • Cross-Functional Team Leadership • Crisis Management & Problem Resolution • Change Management (Prosci Certified) • Data-Driven Decision Making • Global Client Engagement • Customer Success Strategy

PROFESSIONAL EXPERIENCE

Vice President of Communications

U.S. Dairy Export Council | Remote

- Lead strategic relationships with C-suite stakeholders across 100+ countries, driving customer satisfaction and long-term partnership value through tailored engagement strategies
- Manage complex stakeholder needs during organizational transitions, maintaining trust and loyalty while delivering consistent value
- Partner with executive leadership to align stakeholder engagement strategy with business goals, driving measurable outcomes and relationship expansion

Director of Communications, Mars Pet Nutrition

Mars, Incorporated | Remote

- Directed stakeholder engagement for \$4 billion acquisition, maintaining customer trust and satisfaction through complex integration while identifying opportunities for relationship expansion
- Led crisis management during major product recalls, protecting customer relationships through transparent communication, proactive problem-solving, and rapid resolution
- Built and mentored high-performing team delivering exceptional stakeholder experiences across North America, Europe, and Asia
- Partnered with C-suite executives to drive customer adoption of new products and services, achieving business growth objectives through strategic account management

Senior Manager, Global Media Relations & Executive Positioning

McDonald's Corporation | Chicago, IL

- Earned Brand Builder Award in first year for excellence in stakeholder relationship management and reputation building
- Managed executive-level relationships during periods of significant organizational change, maintaining stakeholder confidence and support
- Led cross-functional teams to deliver integrated solutions addressing complex stakeholder needs and driving business objectives

Vice President

Edelman | Chicago, IL & Washington, DC

- Directed strategic client relationships for Fortune 500 accounts, driving retention, expansion, and measurable satisfaction outcomes
- Led cross-functional teams delivering integrated solutions that addressed complex client challenges and drove business growth

- Built trusted advisor relationships with C-suite executives through deep understanding of business objectives and proactive value delivery

Producer & Broadcast Journalist

CNBC & Bloomberg Television / New York, NY

- Served as youngest producer for CNBC's 'Closing Bell with Maria Bartiromo,' managing C-suite interview preparation and building executive relationships
- Developed strong foundation in relationship management, stakeholder engagement, and real-time problem resolution in high-pressure environment

EDUCATION & CERTIFICATIONS**Bachelor of Arts, Broadcast Journalism**

Syracuse University, Newhouse School of Communications

Prosci Change Management Certification