

# MARCUS HEYGSTER

CUSTOMER SUCCESS | ACCOUNT MANAGEMENT | RENEWALS

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## PROFESSIONAL SUMMARY

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Customer success and renewals leader with 15+ years serving B2B technology customers. Built ManagerPlus's proactive renewals function and led **five account managers** across **2,400+** global customers, while personally managing the **top 50** accounts. Bring experience in renewal strategy, forecasting, complex negotiations, and customer risk resolution. Servant leader who develops account managers, coordinates cross-functional teams, and grows revenue within existing customer relationships.

## CORE EXPERTISE

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Renewals Strategy & Forecasting | Customer Retention & Expansion | Negotiation | Servant Leadership  
Risk & Escalation Management | Renewal Playbooks | Oracle RISE CRM, Salesforce & Microsoft Dynamics

## PROFESSIONAL EXPERIENCE

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### **RICOH USA, Inc., Mobile, AL | 12/2019 to Present**

#### **Account Manager II, Digital Transformation**

- Manage an assigned book of technology, IT services, and workplace services customers, developing account plans, strengthening stakeholder relationships, and resolving issues to support retention and growth.
- Negotiated a **60-month, \$1.6M** customer agreement including **\$532K** in expansion by aligning customer priorities, delivery needs, pricing, and contract terms.
- Secured a five-year university renewal exceeding **\$1.3M** through a competitive RFP, coordinating specialists, legal, service leaders, and staffing for 12 onsite Ricoh employees.
- Use Oracle RISE CRM for account activity and forecasts; coordinate Services, Operations, Finance, and leadership to resolve issues and deliver on customer commitments.

### **MEDIACOM BUSINESS SOLUTIONS, Gulf Breeze, FL | 11/2018 to 12/2019**

#### **Regional Sales Manager, Coastal Region**

- Led and coached **26 Account Executives** across three Southeast teams through three supervisors, strengthening forecast discipline, customer execution, and team development.
- Drove **135% MRR growth** in the first 60 days and secured a five-year, **\$2.5M TCV** agreement.

### **MANAGERPLUS SOLUTIONS, INC., Sandy, UT | 06/2008 to 06/2018**

#### **Director, Account Management & Renewals**

- Built and led a five-person team supporting **2,400+** global accounts and **\$4.8M** in annual recurring revenue across maintenance/support and SaaS subscriptions; personally managed the **top 50** accounts.
- Averaged **116%** revenue retention and **96%** annual customer retention (**4%** customer churn) over multiple years through proactive outreach, early risk identification, and growth within existing accounts.
- Owned renewal planning, pricing, multiyear negotiations, and team forecasts for a global portfolio of asset management software customers, spanning maintenance/support contracts and SaaS subscriptions.
- Replaced mailed renewal notices with proactive account outreach and playbooks using product usage and support history to identify risk, address adoption barriers, and improve forecast visibility.
- Coached account managers and partnered with Product, Support, Services, Sales, and Finance to resolve customer issues, negotiate complex renewals, and retain at-risk accounts.

## EARLIER LEADERSHIP & SALES EXPERIENCE

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Verizon Wireless, Business Account Executive and Retail Assistant Manager | Sprint Nextel, Wireless Business Account Executive | ACME Construction Supply, Outside Sales Representative and Inside Sales Manager

## EDUCATION & LEADERSHIP DEVELOPMENT

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**Bachelor of Science, Business Administration**, Stevens-Henager College, Murray (Salt Lake City), UT, 2004  
**Ricoh Emerging Leaders Program**, strategic leadership, coaching, communication, and organizational management