Mark Bartucca

Senior Enterprise Customer Success Manager | B2B SaaS & Cybersecurity
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PROFESSIONAL SUMMARY

Senior Customer Success professional with **9+ years of experience in B2B SaaS**, spanning enterprise account management and Customer Success leadership.

Currently managing a **€2M ARR portfolio of 50 enterprise customers and approximately 150,000 users** across Italy and Spain, with individual accounts worth up to **€200K ARR**, sustaining **93% retention**.

Experienced in driving **customer adoption, retention and renewals**, proactively managing churn risk and identifying expansion opportunities across complex enterprise environments. Skilled in leading technical implementations and building trusted relationships with senior and executive stakeholders.

Former Head of Customer Success in a startup environment with direct responsibility for team leadership, renewals and CS operations. Strong exposure across cybersecurity, Telco, Financial Services, Energy, Automotive and Public Sector.

PROFESSIONAL EXPERIENCE

Senior Customer Success Manager – Enterprise

Jul 2025 – Present

LibraCyber (formerly Cyber Guru) | Rome, Italy

- **Manage a portfolio of 50 enterprise customers representing approximately €2M ARR and 150,000 users**, with individual accounts worth up to €200K ARR.
- Own strategic post-sales relationships across onboarding, adoption, retention and customer value, primarily covering Italy and Spain within international organizations.
- Manage renewal cycles across **the full 50-account portfolio**, staggered throughout the year, sustaining 93% retention and partnering with Sales on renewal strategy, customer engagement and stakeholder coordination.
- Identify and develop expansion opportunities within existing accounts**, contributing to an average ~10% increase in project value through expansion.**
- Lead complex enterprise onboarding and technical implementations, including **multi-tenant environments and non-standard integrations, coordinating internal teams with customer IT and Security stakeholders.**
- Deliver deployments for public healthcare and public-sector organizations, navigating sector-specific compliance and accreditation requirements.
- Develop success plans and leverage adoption, engagement and performance data to identify risks, address adoption gaps and improve customer outcomes.
- Build trusted relationships with senior and executive stakeholders, aligning platform adoption and success metrics with business and security objectives.
- Lead at-risk account recovery and churn mitigation, coordinating cross-functional remediation plans to protect retention and long-term customer value.
- Represent the Voice of the Customer internally, partnering with Product and Engineering to translate enterprise requirements into product and roadmap input.

Head of Customer Success

Jan 2022 – Jun 2025

Chorally – Activa Digital

- Led the CS function managing a team of **4 Customer Success professionals** and a portfolio of **30 enterprise customers worth approximately €1.5M in recurring revenue**, reporting directly to the COO.
- Maintained approximately **95% logo and revenue retention** through proactive account management, structured engagement and renewal strategy.
- Held direct responsibility for renewals, coordinating the team throughout the customer lifecycle and commercial renewal process.
- Built and standardized the Customer Success operating model: onboarding playbooks, lifecycle activities, success KPIs and performance monitoring frameworks.
- Led hiring, performance management and objective setting for the CS team, with personal variable compensation tied to overall team performance.
- Drove expansion within strategic accounts, including a **+25% increase in account value** for a major telecommunications customer.
- Managed strategic relationships with large enterprise and public-sector organizations across Telco, Automotive, Financial Services and Government.
- Represented Customer Success within the Product Board, translating strategic customer requirements into product priorities and roadmap decisions.

Selected accounts: WINDTRE, Vodafone, FCA/Stellantis, Banca Ifis, Agenzia delle Entrate.

Customer Success Manager *Jun 2017 – Dec 2021*
Chorally

- Managed enterprise SaaS customers throughout the full post-sales lifecycle — onboarding, adoption, retention and renewal.
- Developed customer success strategies based on business objectives, usage data and platform adoption patterns.
- Built relationships with business and executive stakeholders across complex enterprise organizations.
- Coordinated customer requirements with Product and technical teams, contributing to platform evolution and customer-specific initiatives.
- Identified customer risks and growth opportunities through ongoing performance analysis and stakeholder engagement.

EARLIER EXPERIENCE

Head of Social Media Analyst Team — Chorally *2014 – 2017*
Led a multi-location team of Social Analysts, Data Analysts and CS professionals, coordinating customer projects and service delivery.

Social Media Analyst — WelikeCRM *2013 – 2014*

Assistant Project Manager & Social Media Analyst — Arké Management Services *2011 – 2013*

Social Media Specialist — Federconsumatori *2009 – 2011*

CORE EXPERTISE

Enterprise Customer Success · Strategic Account Management · Retention & Renewals · Customer Adoption · Churn Risk & Escalation Management · Expansion & Upsell · Executive Stakeholder Management · Customer Success Planning · Customer Health & KPI Management · B2B SaaS · Cybersecurity · Product Collaboration · Team Leadership

TOOLS & PLATFORMS

CRM & Customer Success: HubSpot · Microsoft Dynamics · Gainsight · Zendesk
Project & Workflow: Jira, Miro
AI Tools: Claude · ChatGPT

LANGUAGES

Italian	Native
Spanish	Professional working proficiency
English	Used in customer meetings and international professional environments

EDUCATION & CERTIFICATION

CCSM® — Certified Customer Success Manager

Master's Degree, Psychology of Marketing and Communication *2010*
Sapienza University of Rome

Erasmus Exchange Programme *2008*
Universitat de València

Bachelor's Degree, Social Psychology *2007*
Sapienza University of Rome