

Adrian McCall

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Senior Customer Success and Operations leader with 10+ years of experience building scalable lifecycle programs, onboarding operations, automation, and customer enablement systems that drive adoption, retention, and revenue. Known for translating complex customer and marketplace signals into repeatable operating frameworks, executive reporting, and cross-functional action.

RELEVANT SKILLS & EXPERTISE

Customer Success: Customer Lifecycle • Adoption & Retention • Enterprise Customer Success • Onboarding & Enablement • Customer Reactivation • Customer Health • Voice of Customer

Systems & Operations: CRM Operations • Workflow Automation • Lifecycle Reporting • Dashboard Development • RevOps • Process Design • Project Management

Leadership & Execution: Executive Stakeholder Management • Cross-Functional Leadership • People Management • Change Management • Data-Informed Decision-Making

PROFESSIONAL EXPERIENCE

Customer Success Manager, Agent Acquisition & Enablement • *Redy.com, Remote*

11/2024 - 07/2026

- Built and led Redy's agent acquisition and enablement function from the ground up by owning lifecycle strategy, onboarding, marketplace activation, operating processes, and team performance while managing and coaching two team members.
- Built the HubSpot Listing Engagement Boost workflow across Redy's approximately 18,000 agent user base, generating 179,000 workflow enrollments and 655+ measurable goal completions tied to proposal activity.
- Generated 715 total proposals, 492 net proposal gains, 97 walkthroughs, 41 seller selected agents, and \$64.7K in realized Redy revenue by leading the Listings to Push initiative across 419 working listings.
- Managed 700+ approved registrations and delivered 100+ demos and onboardings across acquisition, marketing, and inbound channels by building reactivation and outbound motions and owning weekly executive KPI reporting, team training, and continuous performance improvement.

Customer Success Manager • *CompuCycle, Houston, TX*

12/2022 - 07/2024

- Drove adoption and retention of IT asset disposition services for Fortune 500 enterprise clients by leading customer success operations.
- Improved operational efficiency by 60% by implementing scalable customer success processes, automation, and workflow enhancements.
- Optimized service delivery and enhanced the client experience by developing client success frameworks in collaboration with C-level executives.
- Mitigated churn risks and supported renewals by identifying client needs, analyzing customer data, and providing tailored solutions.
- Aligned workflows with enterprise client expectations and supported seamless customer interactions by training and coaching teams on best practices.

Business Development Manager • *CompuCycle, Houston, TX*

10/2021 - 12/2022

- Optimized the full customer lifecycle across a portfolio of 100+ concurrent Fortune 500 client projects by managing engagement activity through Cloze CRM.
- Secured 50+ enterprise accounts, including a major healthcare provider, by developing HIPAA-compliant secure data erasure solutions aligned with client requirements.
- Boosted engagement and SEO for IT recycling services by developing and executing targeted marketing campaigns through Constant Contact.
- Structured high-value deals, negotiated service agreements, and ensured compliance with ITAD standards by partnering directly with C-suite decision-makers.
- Drove enterprise-level prospecting strategies by coordinating cross-functional teams across cold calling, email campaigns, and LinkedIn outreach.

Technical Service Representative • Poolsure, Houston, TX**05/2018 - 09/2021**

- Supported customer satisfaction across Texas, Louisiana, and Florida by delivering white glove service across 100–300 calls daily.
- Streamlined delivery and service coordination by using Salesforce, Slack, and Verizon Connect to improve operational workflows.
- Resolved complex water chemistry issues for commercial pools and treatment facilities by applying CPO certification knowledge to diagnosis and support.
- Improved service response times and maintained high customer retention rates by ensuring seamless communication between departments.

Inside Sales Representative • Lights Fantastic PRO, Houston, TX**06/2015 - 04/2018**

- Consistently exceeded monthly sales targets of \$600K by managing full-cycle sales processes, including proposals, RFQs, and purchase orders.
- Delivered tailored LED lighting solutions by analyzing architectural plans and collaborating with clients to define project specifications.
- Increased operational efficiency by using Epicor Prophet (P21) to manage workflows, track progress, and optimize resource allocation.
- Aligned client needs with company profitability goals by negotiating pricing and procurement contracts.

CERTIFICATIONS & PROFESSIONAL DEVELOPMENT

Google Project Management: Professional Certificate | Completed through Merit America | January 2025

Applied training in project planning, stakeholder management, cross-functional execution, risk management, quality management, and data-informed decision-making.

TECHNOLOGY

CRM & Customer Success Platforms: HubSpot • Salesforce • Dynamics 365 • Cloze CRM**Operations, Automation & Enablement: ClickUp • Smartlead • Mailforge • Google Workspace • Microsoft 365 • Slack • Constant Contact • Verizon Connect • Razor ERP • Epicor Prophet P21 • Generative AI & GPT Tools****Reporting & Technical Capabilities: CRM Administration • Workflow Automation • Dashboard Development • Lifecycle Reporting • Campaign Operations • Executive KPI Reporting • Process Documentation**

EDUCATION

Music Vocal Performance & Education Coursework | 107 credit hours completed | University of North Texas, Denton, TX