

STEPHEN DEMPSEY

Customer Success Leader for Growth & Adoption

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EDUCATION

University of Southern California

BS, Business Administration, Marketing

KEY SKILLS

Professional Skills

- Pipeline Forecasting
- Enterprise Account Management
- Revenue Retention & Expansion (NRR / GRR)
- Stakeholder management & Executive Communication
- Cross-functional Leadership (Product, Engineering, Marketing)
- KPI Definition & Performance Frameworks
- Escalation Management & Risk Mitigation
- Strategic Planning & Program Leadership

Technical Skills

- Data visualization (Power BI)
- Qualtrics
- SPSS
- CX Strategy
- AI-Driven Analytics
- Dashboard Design

PERSONAL

- Career sabbatical to refurbish and sail a 40-ft sailboat through Florida & Bahamas
- Avid trail runner, backpacking, cyclist, and bluegrass enthusiast

PROFESSIONAL SUMMARY

Customer Success, Strategy, and Analytics leader with 12+ years partnering with enterprise organizations including Google, Microsoft, Uber, Adobe, Airbnb, AWS, Alaska Airlines, and Lexus. Proven track record helping customers unlock value through product adoption, workflow design, process automation, and data-driven decision making. Experienced leading cross-functional teams, influencing product roadmaps, driving multimillion-dollar renewals and expansion, and building scalable customer solutions from concept to launch.

PROFESSIONAL EXPERIENCE

VP, Marketing Strategy & Branding | Kantar | 2021 – 2024

Owled marketing strategy & performance for enterprise customers, leading a team of 12 and overseeing strategy, delivery, and product feedback across key accounts

- Owned a portfolio of 10+ strategic enterprise accounts representing approximately \$32M in annual revenue across Google, Microsoft, Uber, Adobe, Airbnb, eBay, T-Mobile, AWS, Alaska Airlines, and Lexus
- Improved customer experience and operational efficiency, helping scale the Google Pixel program from approximately \$1M in annual revenue to \$15M within three years
- Led customer adoption and go-to-market strategy for Kantar's AI-powered ad measurement platform, for clients including Airbnb, Adobe, and eBay to integrate new workflows, drive adoption, and expand platform usage
- Known for recovering at-risk enterprise accounts (Lexus, Alaska, AWS) by standardizing data definitions, automating reporting workflows, and eliminating recurring quality issues, improving profitability on Lexus from -13% to 18.6% within one year and ultimately exceeding 35% operating profit while securing a \$3M renewal
- For Airbnb and Zefr, I partnered with internal teams to build a custom client-intake portal to ensure assets were accurately received. By pre-loading sample group definitions and securing sample bids in advance, turnaround time to results was cut from 10 days to 3.5 days on average
- Synthesized customer feedback across enterprise accounts and partnered with analytics, product, and engineering teams to pilot automated report creation, pre-defined dataset variables, custom dashboard reporting, and self-service client tools that improved customer experience and reduced delivery timelines
- Built and scaled high-performing team of 12, driving consistency, quality, and impact across all client-facing work

Senior Director, Brand & Creative Measurement | Kantar | 2014 – 2021

Led customer success and insights programs for Fortune 500 clients, delivering actionable insights, improving decision confidence, and influencing product direction

- Advised Fortune 500 clients on audience engagement strategies, helping shape how brands connect with consumers across digital and media channels
- Guided executive-level storytelling and presentation of insights, influencing decision-making across marketing, product, and leadership teams
- Partnered with senior client stakeholders to shape messaging, positioning, and audience strategy across major campaigns and product launches