

# CRAIG PARKS

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## CUSTOMER SUCCESS EXECUTIVE | VP, VALUE ENGINEERING

### PROFESSIONAL SUMMARY

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Customer Success executive with 35+ years scaling service, support, and revenue organizations — from pre-revenue startups to multi-billion-dollar global businesses. Currently VP of Value Engineering at Oracle, leading post-sales transformation across a \$1.5B+ Global Business Unit. Active builder with generative AI, applying it to drive revenue, lift retention, and run services organizations more efficiently. Exceeded every performance goal across 9 VP/Director roles at Oracle, BMC, Marimba, Tivoli, and six other technology companies.

### CORE COMPETENCIES

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Customer Success Strategy • Value Engineering • Post-Sales Leadership • Revenue Operations  
Applied AI & Generative AI • Go-to-Market Strategy • SaaS / Cloud / Enterprise Software  
Key Account Management • Gross & Net Revenue Retention • NPS & CSAT • Customer Journey Mapping  
Executive Business Reviews • Professional Services • Pre-Sales Engineering  
Organizational Transformation • Team Building & Mentorship

### SELECTED ACHIEVEMENTS

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- Scaled Oracle managed account coverage from \$285M to \$648M (+127%)
- Helped grow Oracle's Open Technologies Sales business from \$750M to \$1.5B+ in revenue
- Improved CentralSquare renewal rate 93% → 98% and grew referenceable customers 25%
- Grew PowWow Mobile revenue 140% YoY and customer base 400% at 94% renewal rate
- Increased InterVision annual revenue \$63M → \$110M (+74.6%) in four years

### PROFESSIONAL EXPERIENCE

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**Oracle** • Vice President, Value Engineering, Open Technologies Sales GBU *2021 – Present • Global*

Lead a global Value Engineering organization spanning customer value, success consulting, solution advisors, engineering services, Linux services, and Java, Linux, and MySQL technical sales. Built the operating model, systems, and customer engagement motions behind the GBU's transformation into a more structured, customer-centric business.

- Helped scale the business from \$750M to \$1.5B+ in revenue while building the customer engagement model to support that growth
- Increased managed account coverage from \$285.5M (Q4 FY23) to \$647.62M (Q3 FY26); grew HVMY account coverage ~102%
- Grew value-engaged customers ~234% and improved direct-contact penetration from 21% to 81%
- Championed AI adoption: delivered AI training and cross-training across the GBU; built internal AI tooling for pricing analysis, account enrichment, executive briefings, and deal execution
- Built the workshop-led engagement model and portfolio of technical workshops that became one of the organization's most valued customer-facing assets
- Created a dedicated Solutions Advisor organization for high-value multi-year customers, improving proactive engagement and renewal readiness

**CentralSquare Technologies** • Head of Customer Transformation (Consulting)

2020 – 2021 • Lake Mary, FL

Led a C-Suite-sponsored transformation to foster a customer-centric culture across development, support, professional services, and customer success.

- Improved customer retention 15% and NPS 20%
- Increased renewal rate 93% → 98% and grew referenceable customers 25%
- Built a two-year NPS/CX roadmap and established executive KPI dashboards
- Created process to provide customers with defect resolution timeframes
- Launched a strategic customer program ensuring top accounts received priority service from engineering, support, and CS

**PowWow Mobile** • Vice President, Customer Success

2016 – 2019 • San Francisco, CA

Hired as an early executive to design and deliver intelligent omnichannel experiences. Built and led a 20-person Customer Success team (including offshore) across accounts including JPMorgan Chase, Wells Fargo, Delta, Fannie Mae, and British Petroleum.

- Grew revenue 140%+ YoY and customer base 400% at 94% retention
- Designed and launched App Factory — a strategic offshore services partnership that increased company profit margin by 40%
- Built all account-management processes from scratch: Success Plans, QBRs, scoping, and project management

**Bromium** • Vice President, Customer Success

2015 – 2016 • Cupertino, CA

Led a 15-person team at this advanced malware protection provider (virtualization-based security).

- Increased land-and-expand opportunities 300% and deployed endpoints 150%
- Reduced time to value by 50% through enhanced delivery processes
- Won new business at Wells Fargo, Exxon, Publix, and Oppenheimer

**BMC Software** • Senior Director, Global Services Center of Excellence | Strategic Alliances 2011 – 2014 • Santa Clara, CA

Conceptualized and executed go-to-market strategies for services products at this IT management leader. Also served as Senior Director of Strategic Alliances (2011–2012), developing ecosystem partnerships driving incremental revenue and competitive advantage.

- Grew MyIT services sales 300% and average deal size 15% via standardized offerings (architectures, demo scripts, PoC guidelines, deployment best practices)
- Increased standardized-services revenue share by 10%+ by simplifying sales cycle management
- Developed strategic ecosystem partnerships that drove incremental revenue and competitive advantage

**InterVision** • Vice President, Customer Services and Operations

2006 – 2011 • Santa Clara, CA

Directed strategy, business development, customer service, and IT operations at this value-added reseller of IT services and equipment. Led a 20-person cross-functional team.

- Grew annual revenue \$63M → \$110M (+74.6%) in four years via enhanced account coverage and proactive upsell/cross-sell
- Developed standards for negotiation and execution of customer and vendor contracts
- Improved customer satisfaction through an enhanced deal review process and services enablement

**XenSource** • Vice President, Customer Services and Operations

2005 – 2006 • Palo Alto, CA

Built the post-sales organization (support, services, education, customer success) through acquisition by Citrix.

Established a global services group with offices in India and Palo Alto for 24x7 support.

- Achieved customer satisfaction ratings of 90%+
- Instrumental in creation of product packaging, pricing, and services offerings
- Built global IT infrastructure, facilities, and corporate services

**Marimba** • Vice President, Customer Services

1997 – 2004 • Mountain View, CA

Hired pre-revenue; led Customer Services organization (pre-sales, services, support, education, customer success) through successful IPO and subsequent acquisition.

- Contributed to growth of annual sales to \$50M+ and responsible for \$16M+ in services and support revenue
- Developed proof-of-concept methodology with a 95% close rate
- Established professional services group at a seven-figure quarterly run rate
- Implemented global 24x7 support infrastructure and escalation processes
- Maintained a 90%+ renewal rate over three years

**Tivoli Systems** • Director, Systems Engineering

1992 – 1997 • Campbell, CA

Led all technical sales in the Western United States.

- Consistently achieved 120%+ of goal every year; 200%+ in 1995
- Closed key accounts: Intel, Charles Schwab, The GAP, Pacific Bell
- Established technical sales methodology that led to a 90%+ technical closure rate
- Led the technical sales effort that won a \$6M enterprise opportunity with Pacific Bell

## EDUCATION

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**California Polytechnic University, San Luis Obispo, CA** – Bachelor of Science, Mechanical Engineering