

SETH KELLY

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Customer Success Leader | SaaS Retention, Expansion & Operational Growth | Real Estate Ops Background

Senior operations and customer success leader with a proven track record of building and scaling SaaS and real estate organizations from early-stage through profitability. Experienced in driving ARR growth, retention, and expansion through customer-first strategy, operational rigor, and cross-functional leadership. Founding team member and former VP at a high-growth eSignature platform, leading sales, customer success, and product alignment to achieve 200% ARR growth and global expansion. Known for developing high-performing teams, optimizing systems, and delivering measurable improvements in adoption, retention, and revenue performance.

CAREER SKILLS & QUALIFICATIONS

- Owned customer portfolios across onboarding, adoption, renewal, and expansion, consistently improving retention and customer health.
- Developed structured success plans and lifecycle engagement strategies using customer data and usage insights
- Partnered cross-functionally with Sales, Product, and Support to drive customer outcomes and continuous improvement.

CORE COMPETENCIES

- Customer Success Strategy
- SaaS Revenue Operations
- Expansion & Lifecycle Management
- ARR Growth and Retention
- Team Leadership & Development
- Onboarding & Implementation
- CRM Analytics/Tools
- Process Optimization
- AI/LLM Evaluation

PROFESSIONAL EXPERIENCE

MERCOR, SAN FRANCISCO, CA, 2025 TO PRESENT

AI MODEL QA ANALYST/PROMPT ENGINEERING SPECIALIST

- Perform final QA on large language model training outputs, ensuring accuracy, consistency, and alignment with structured evaluation frameworks
- Apply rubric-based scoring methodologies to improve model performance and reliability across datasets
- Translate complex output patterns into actionable insights, supporting continuous improvement in model evaluation systems
- Collaborate with cross-functional teams to refine evaluation criteria and maintain high-quality training standards

CONSOLIERGE, SCOTTSDALE, AZ, 2023 TO PRESENT

FOUNDER

- Built and manage a client portfolio across real estate and service-based engagements, owning full lifecycle from onboarding through delivery and retention
- Advise clients on operational strategy, process improvement, and technology adoption to increase efficiency and service quality
- Deliver customized customer experience solutions, improving client satisfaction and long-term engagement

BLUEINK ESIGNATURE, SCOTTSDALE, AZ, 2016 TO 2023

VP OF SALES / VP OF CUSTOMER SUCCESS

- Founding team member ("Employee #1") of a high-growth SaaS company, leading go-to-market, customer success, and operational strategy from inception through profitability
- Built and scaled sales and customer success functions, driving **200% ARR growth** and expanding a global customer base across multiple industries
- Owned full customer lifecycle, including onboarding, adoption, retention, and expansion, achieving strong retention and consistent account growth

- Designed and implemented customer success playbooks that improved adoption, reduced churn, and increased expansion revenue
- Partnered with product leadership to translate customer feedback into roadmap priorities, influencing product development and feature innovation
- Led hiring, training, and development of cross-functional teams across sales, support, and operations

BRUNI KARR AGENCY, ALBUQUERQUE, NM, 2016 TO 2017

VP OF BUSINESS DEVELOPMENT / BROKER

- Led client acquisition, relationship management, and operational improvements across a large property portfolio.
- Implemented systems and processes to improve customer experience and operational efficiency.

COLDWELL BANKER LEGACY, ALBUQUERQUE, NM, 2014 TO 2016

DIRECTOR OF PROPERTY MANAGEMENT

- Built and scaled a property management division, owning client onboarding, service delivery, and retention.
- Implemented operational processes and technology to improve efficiency and customer satisfaction.

PREVIOUS MULTI-FAMILY LEADERSHIP EXPERIENCE

FPI MANAGEMENT, ALBUQUERQUE, NM, 2010 TO 2014 | **SENIOR REGIONAL DIRECTOR – MULTIFAMILY ASSETS**

- Direct revenue and personnel management of 2,000 unit portfolio in the SW

ALLIANCE RESIDENTIAL, ALBUQUERQUE, NM, 2001 TO 2010 | **SENIOR BUSINESS MANAGER – MULTIFAMILY ASSETS**

- Senior manager and certified trainer for multifamily properties in the SW

EDUCATION AND CREDENTIALS

BUSINESS, MANAGEMENT, MARKETING, AND RELATED SUPPORT SERVICES

- Undergraduate coursework in Business, Management, Marketing – University of New Mexico

IBM Generative AI Engineering

- Currently Enrolled

CERTIFICATIONS AND TRAINING

- IBM Generative AI Engineering (In Progress)
- IBM AI Product Manager Professional Certificate (In Progress)
- Google Cloud – Generative AI Leadership (In Progress)
- Introduction to AI (2026)
- Rubrics Generalist (2025)
- Licensed Real Estate Agent (2015–2018)

ADDITIONAL INFORMATION

Technical Proficiencies: Yardi, Appfolio, Pipedrive, ZoHo, Salesforce, Mailchimp, Zendesk, Intercom, Adobe, MS Office Suite, Google, QuickBooks, ChatGPT, Claude