

Kristen Hayer

Founder & CEO at The Success League

San Francisco Bay Area, CA, US

Kristen's areas of customer success expertise include building teams, selecting and implementing technology, and customer engagement.

Biography

Kristen serves as the CEO and principal of The Success League, a consulting firm focused on customer success. Her areas of expertise include designing revenue models, assessing customer touch-points, selecting technology, building teams, and developing playbooks. Prior to founding The Success League, Kristen built and led award-winning customer success teams for Jazz, VerticalResponse and Ascentis. Over the past 20 years she has been a sales, marketing and customer success leader, primarily working with early stage tech companies. Kristen has her BA from Seattle Pacific University and her MBA from the University of Washington.

Industry Expertise

Corporate Leadership

Areas of Expertise

Leadership, Business Development, Management, Sales Process, CRM

Education

University of Washington, Michael G. Foster School of Business

MBA Finance

Seattle Pacific University - School of Business and Economics

B.A. Marketing

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