JUSTIN STRACKANY

CS Executive • 18+ Years Scaling NRR $0.1M → $50M • AI-Native • Revenue-Oriented

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EXPERIENCE

Founder

Renubu 2025 - Present Cary, NC

Renubu is an AI-native platform for managing complex customer renewals and strategic account expansion.

- Built an AI-first product highlighting the $500M NRR opportunity inherent in optimizing software renewals
- Led design-partner engagements with CS & Renewals leaders from pre-seed to post-PE, generating a modern, operator-led point of view on software renewal optimization
- Operated as a hands-on player-coach across product, engineering, and GTM

Head of Customer Success

Decisions 2024 - 2025 Virginia Beach, VA

Decisions is a no-code automation platform that combines rules engines and workflow management to help enterprises automate complex business processes.

- Reconstructed underperforming CS organization, improving GRR from 70% to 90% within first 12 months
- Developed Blueprint Service consulting program for automation roadmapping and success planning
- Oversaw Winning By Design engagement to overhaul customer journey

Head of GoToMarket

Cased 2022 - 2023 San Francisco, CA

AI-driven DevOps startup founded by ex-GitHub CTO. Economic downturn and market fit challenges led to restructuring, retaining only co-founders.

- First GTM hire, establishing enterprise pricing and closing first 3 paying customers, validating value hypothesis and generating early revenue
- Created comprehensive sales enablement materials, go-to-market campaigns, and product demo, building foundational GTM scaffolding
- Led GTM expansion by hiring marketing leader and establishing operational scaffolding to fuel expansion

Chief Customer Officer

SecureLink, Inc. (acq. by Imprivata) 2018 - 2021 Austin, TX

SecureLink is the leader in critical access management for regulated enterprises. Over 50,000 organizations rely on SecureLink to secure access to critical systems and data. Acquired by Imprivata in 2022.

- Owned entire post-sales function, including expansion and renewals
- Grew ARR from $10M to $50M, resulting in multiple exits
- Achieved 120% gross NRR with < 2% logo churn
- Launched Onboarding & PS departments, boosting adoption by 15%

Vice President Of Sales & Account Management

SecureLink, Inc (acq. by Vista Equity) 2013 - 2017

- Led bootstrapped GTM team through strategic acquisition
- Increased ACV from $8.9k to $28.6k and revenue from $350k to $2.5M
- Launched initial SDR program, increasing pipeline by 300%
- Previously served as first account executive, sales engineer, and CSM in company history

STRENGTHS

Strategic Value Realization

Repeatedly scaling CS orgs through critical inflection points ($0.1M - $50M ARR), delivering multiple PE exits

Revenue Optimization & Scale

Architecting growth-driven CS organizations achieving >120% NRR and <2% logo churn

Focus on Strategic Expansion

Building and monetizing new revenue channels through innovative service offerings and AI-powered CS automation

QUOTES

We absolutely would not have survived without Justin.

Exceptionally few people have the talent stack of tech, people, numbers and sales, coupled with strong ambition to learn. He is one in a million.

Jeff Swearingen (Founder & CEO, SecureLink)

EDUCATION

BS Business Administration

University of Illinois

EXTENDED LEADERSHIP

Technical Innovation
Building AI-powered automation workflows

Limited Partner & Investor
GTMFund

Seed Stage Advisor
Multiple B2B SaaS startups

Project Management Professional
Project Management Institute (PMI)

PARTICULAR SKILLS

- Customer Retention and Expansion
- Strategic Account Management
- Executive Value Creation
- AI -Driven CS Automation