

JAMES “RYAN” ROBERTS

BUSINESS STRATEGIST • CUSTOMER SUCCESS DIRECTOR

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CORE COMPETENCIES

- Customer Success Strategy & Leadership
- Enterprise Account Management
- Contract Negotiation & Renewals
- Revenue Growth & Retention Strategy
- Cross-Functional & Global Collaboration
- Business Development & Market Analysis
- Creative Direction & Content Strategy
- Data-Driven Decision Making
- Process Optimization
- Budget & Financial Modeling
- Public Speaking

SOFTWARE & TOOLS

Claude: Chat, Code, Design • Gemini & Notebook LM • Asana
Hubspot • Planhat • Slack
Adobe Photoshop, Bridge & Lightroom • Microsoft Office
Google Workspace Suite • QuickBooks • Visual Composer
WordPress • Sketch • Capture One

EDUCATION

Florida State University
College of Business

- B.S., Finance
- B.S., Real Estate

PROFESSIONAL SUMMARY

Customer Success Director and Business Strategist with more than two decades of experience leading enterprise account management, contract negotiation, and revenue growth strategy across technology, retail, and creative industries. Proven record of building and mentoring high-performing teams, driving renewal and retention outcomes that consistently outperform benchmarks, and translating client relationships into measurable business results. Combines analytical rigor with creative problem-solving to align customer success strategy with broader company growth objectives.

PROFESSIONAL EXPERIENCE

Customer Success Director, North America

10/2021 – Present

Pixelz | Los Angeles

Global post-production technology partner delivering AI-enhanced retouching and visual content solutions for brands, wholesalers, and photo studios worldwide.

- Lead and mentor a high-performing Customer Success team across North America, driving departmental KPI achievement and serving as senior escalation point for complex client issues.
- Direct all commercial negotiations and strategic account management for the company's Enterprise and large Professional-tier accounts across North America.
- Served as lead negotiator on the organization's most significant contract renewal to date (CEO's words), lead negotiator on a Statement of Work that created the first client to adopt every product line — both closing above all internal benchmarks, and successfully defended a long-term Enterprise RFP, retaining 100% of original contract terms
- Established global communication channels spanning 3 continents, eliminating departmental silos and improving cross-functional collaboration company-wide.
- Identified and resolved significant delinquent receivables within the first 3 weeks of tenure, personally recovering balances equivalent to 370% of annual salary within the first year.
- Negotiate multi-year renewal price increases averaging 3-5% on SOW extensions for enterprise accounts; and increased one legacy flagship account's profit margin by 30%+ through price increase negotiations during SOW renewal.
- Maintain cross-time-zone global alignment through recurring strategic calls with EMEA and other international regional teams; serve as Master of Ceremonies for North America company led industry events and a recurring webinar host and guest speaker.

Studio Director

12/2018 – 5/2020

CONVYR | Los Angeles

Creative content production studio delivering visual assets across e-commerce, social media, and advertising campaigns.

- Increased overall studio revenue by more than 115% in first year as director, exceeding gross profit margin KPIs by 5% company-wide and by 12% on directly supervised projects.
- Led budget and legal negotiations for the company's largest service provider agreement, securing an annual license buyout advance valued more than 18% above standard contract terms, while modernizing process, infrastructure, and technology stack inefficiencies company-wide.
- Served as primary point of contact for all clients and vendors, creating and negotiating budgets, Creative Service Agreements, and Statements of Work, including a proprietary project estimate calculator and budget-modeling tools to standardize scoping.

Head of Creative Content & Client Development

8/2017 – 7/2018

netamorphosis | New York, NY

Digital transformation agency partnering with businesses at growth inflection points on eCommerce and omnichannel strategy, with compensation aligned to shared client performance goals, serving clients across arts & culture, fashion, luxury lifestyle, and wellness industries.

- Served as trusted advisor and confidant to the CEO for executive-level dealings with clients, partners, and prospects, while contributing to client strategy development including competitive analysis, category landscapes, and final strategic deliverables.
- Generated client-specific proposals, purchase agreements, schedules, and Statements of Work, and formalized all company contracts into standardized templates to streamline the outbound sales process.
- Implemented a prospect qualification process that immediately reduced wasted resources on unqualified leads, and revised outbound pricing structure across all Statements of Work to increase revenue on new engagements.
- Developed the photography style and technical guide for a full e-commerce platform and brand relaunch, producing 90+ wireframes and maintaining SKU-level visual asset databases to support the redesign.

Visual Content Strategy & Production

8/2009 – 8/2017

Blank Screen Visuals | Los Angeles & New York, NY

Creative content and design studio delivering brand strategy, content production, and digital design across beauty, publishing, hospitality, and media industries.

- Owned client visual content strategy and content creation, plus all contract and budget negotiation, across national beauty, retail, publishing, and hospitality brand accounts.
- Led UX and UI design for multiple e-commerce and brand platform builds, and served as lead on-figure photographer for a major fashion retailer's e-commerce platform.
- Directed a large-scale, 18-piece custom art installation spanning more than 40 feet for a luxury hotel lobby; led still visuals for an international micronutrients awareness campaign with a global celebrity ambassador for a major nonprofit health initiative; and delivered editorial features across national lifestyle publications.

Managing Partner

3/2005 – 8/2009

NEO Studios | New York, NY

Commercial production studio delivering strategy, content, and creative production services for national retail and editorial clients.

- Owned all aspects of marketing, business development, strategy, production, budget negotiation, and client relations, designing and executing the company's growth strategy from the ground up while building all operational procedures for a growing full-time and freelance team.
- Delivered 30%+ annual revenue growth in every year of tenure, scaling the business from an early-stage startup into a fully profitable, established studio within 3 years.

Commercial Real Estate Sales – Retail Specialist

1/2000 – 2/2005

Colliers International | Florida

Full-service commercial real estate firm providing sales, leasing, asset and property management, valuation, and consulting services.

- Brokered sales contracts and negotiated long-term commercial lease agreements nationally, representing large investment institutions, multinational retail chains, and individual investors.
- Founded and led the southeast regional landlord disposition team, backfilling large-format vacancies for major national retail chains and serving as exclusive regional broker for multiple franchise organizations.
- Coordinated national market expansion strategy for more than 20 franchise organizations, including one of the fastest expansions on record: 28 lease transactions completed within 24 months.