

JOHN SUNWOO

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SUMMARY

Strategic Client Success and Enablement leader with 13+ years of experience helping enterprise customers maximize value from SaaS and AdTech platforms through technical onboarding, product adoption, workflow optimization, and data integration initiatives. Experienced in managing executive relationships, leading cross-functional teams, and delivering consultative solutions that improve retention, accelerate time-to-value, and drive customer growth. Adept at bridging business and technical stakeholders, resolving complex challenges, and translating customer needs into scalable solutions that enhance platform utilization, operational efficiency, and overall client satisfaction.

CORE COMPETENCIES

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|--------------------------------|----------------------------------|--------------------------|
| • Client Experience Leadership | • Cross-Functional Collaboration | • Stakeholder Management |
| • Customer Success Management | • Escalation Management | • Project Management |
| • Subject Matter Expertise | • API & Data Integrations | • Customer Enablement |
| • Customer Satisfaction | • SaaS Implementation | • Workflow Analysis |

EXPERIENCE

TRANSUNION, LLC

New York, NY

Manager, Client Experience and Audience Strategy

July 2022 – January 2024

- Managed a high-performing team of strategists delivering privacy-safe and omnichannel audience solutions for advertisers, agencies, and programmatic platforms to improve targeting precisions and campaign ROI.
- Partnered across business units and sales verticals to drive product adoption and enhance client health by translating complex requirements into strategic solutions.
- Drove 10% increase in segment adoption among key accounts by launching tailored recommendations, contributing to improved platform utilization and client stickiness.
- Served as the subject matter expert for TruAudience datasets, delivering Tier 2 technical support and data expertise that reduced issue resolution times by 25% and enhanced the client experience.
- Established scalable support frameworks and workflows that accelerated issue resolution, improved service quality, and increased customer adoption and engagement.

COMSCORE, INC.

New York, NY

Customer Success Senior Lead

October 2018 – July 2022

- Owned technical delivery across 20+ enterprise-level AdTech partners, ensuring seamless data integration and overseeing the full partner onboarding lifecycle from onboarding to contract renewal.
- Led strategic API integration programs with external partners, aligning technical requirements, implementation processes, and reporting standards to ensure data integrity and scalable operational success.
- Served as the primary escalation and relationship owner for post-launch technical and performance issues, driving cross-functional remediation efforts that improved partner adoption, platform reliability, and client retention.
- Created reusable integration playbooks, technical documentation, and best practices for standardized partner onboarding, and successful on-time delivery.
- Led the TV measurement product from MVP to Minimum Marketable Product (MMP), coordinating enablement initiatives, feedback loops, and partner adoption, which resulted in a successful market launch and increased partner adoption.

MEDIAOCEAN, LLC

New York, NY

Customer Support Manager

March 2014 – October 2018

- Led a team supporting enterprise clients through workflow analysis, issue resolution, and solution delivery, driving 98% customer satisfaction (CSAT) and 99% SLA adherence.
- Provided subject matter expertise for the ERP platform across accounting, financial reporting, cost accounting, AR, and AP processes, achieving a 60% first-contact resolution rate and improving client operational efficiency.
- Built and managed executive-level client relationships, serving as a trusted advisor to streamline operations, maximize platform utilization, and drive business value.
- Directed onboarding and implementation of system upgrades and new product enhancements, ensuring cross-functional alignment, driving user adoption, and successfully enabling 1,000+ new users.
- Partnered with engineering and product management teams to conduct root-cause analysis using stakeholder management and workflow analysis, implementing durable system improvements that reduced repeat issues.

EDUCATION

RUTGERS UNIVERSITY | Camden, New Jersey

M.B.A. Business Administration

CUNY BROOKLYN COLLEGE | Brooklyn, New York

B.S., Business Management, Finance

CERTIFICATIONS

Product Management, General Assembly