JULIAN MERCER

RENEWALS MANAGER

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PROFESSIONAL SUMMARY

Renewals Manager with 7+ years owning subscription renewals, forecasting, and commercial negotiation for B2B software accounts. Protects recurring revenue by spotting risk early, aligning customer success and sales, and closing renewals on fair terms.

PROFESSIONAL EXPERIENCE

Renewals Manager Jan 2024 - Present
Salesforce, Chicago, IL

- Manage a $38M annual renewal book across 210 mid-market accounts, holding gross retention at 92% over four quarters.
- Built a 120-day renewal forecast in Excel and CRM reports, bringing quarterly forecast accuracy to within 3% of actual bookings.
- Created a risk scoring review with customer success covering usage, sponsor changes, and support cases, saving $4.1M of at-risk renewals.
- Introduced a renewal playbook with outreach timing and approval steps, trimming average time to close by nine days.
- Mentored three renewals specialists on discount guardrails and objection handling, and all met quota in their first year.

Renewals Manager Mar 2022 - Dec 2023
ServiceNow, Santa Clara, CA

- Managed a $22M renewal portfolio across 140 enterprise accounts, holding gross retention at 91% across six quarters.
- Negotiated multi-year renewals with procurement and legal, securing 22 three-year agreements with price protections for customers.
- Partnered with customer success on executive outreach for 15 at-risk accounts, retaining $2.3M that had been flagged to churn.

Senior Renewals Specialist Jul 2020 - Feb 2022
HubSpot, Cambridge, MA

- Closed $11M a year in renewals for small and mid-sized customers, finishing above 100% of quota in six of eight quarters.
- Reviewed contracts with legal and finance to standardise renewal terms, reducing manual redlines on routine deals by 40%.
- Spotted seat and usage mismatches during account reviews, driving upsell conversations that added $850K in expansion.
- Ran win-back campaigns for lapsed accounts with targeted offers, recovering 14% of customers within 90 days of churn.

Account Manager Jul 2019 - Jun 2020
Zoom, San Jose, CA

- Managed 85 small business accounts through onboarding and first renewal, keeping logo churn under 8% each year.
- Tracked contract end dates and invoice status in CRM, eliminating missed renewal notices across the portfolio.
- Coordinated quarterly business reviews with product specialists, demonstrating value that supported renewals at higher tiers.

CORE SKILLS

Renewal forecasting | Commercial negotiation | Contract management | Gross and net retention | Churn risk analysis | Pricing and discounting | Account planning | Quarterly business reviews | Salesforce CRM | Excel modelling | Cross-functional alignment | Expansion selling | Win-back campaigns | Deal desk collaboration | Executive communication | Team coaching

EDUCATION

B.S. in Business Administration, DePaul University, Chicago, IL

CERTIFICATIONS

Salesforce Certified Administrator | Gainsight Customer Success Certification | Sandler Selling System Training