

SOFIA BRAVO

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SUMMARY

Customer Success leader with 7+ years owning the end-to-end post-sales lifecycle for B2B SaaS portfolios in travel and hospitality. At Wheel the World, I own a \$2.7M book of business across 135+ enterprise accounts, delivering 3.3x YoY renewal revenue growth and 96% retention through proactive renewal planning, data-driven churn mitigation, and strong commercial instincts in contract conversations. I anticipate churn before it happens, run executive QBRs that surface expansion, and build AI tooling to scale my impact. Bilingual (English and Spanish), based in San Francisco.

PROFESSIONAL EXPERIENCE

Wheel the World

San Francisco, CA

Head of Customer Success

Jan 2023 - Present

B2B SaaS platform delivering accessibility data and verification to the travel industry. Role evolved from Head of Sales & Customer Experience as the company sharpened its B2B enterprise focus. 135+ enterprise accounts across North America, LATAM, and Europe.

- Own the end-to-end post-sales lifecycle for a \$2.7M book of 135+ mid-market and enterprise B2B accounts, delivering 3.3x YoY renewal revenue growth (\$408K to \$1.3M) and a 96% retention rate.
- Build and execute renewal strategies 90-120 days in advance, leading contract conversations with stakeholders and partnering with Sales, Product, and Operations for seamless execution.
- Anticipate churn before it happens with a customer health scoring system I designed, turning product usage and engagement data into proactive mitigation plans.
- Lead C-level Quarterly Business Reviews (QBRs), translating platform ROI into clear value realization and surfacing expansion opportunities with DMOs, hotel chains, and tourism boards.
- Built internal AI-powered tooling (Claude Cowork, OpenClaw) to automate reporting, health dashboards, and documentation, scaling coverage from 90 to 135+ accounts with zero headcount growth.
- Mentor a team of 3 (Key Account Managers + Partner Manager), setting account planning standards and KPI frameworks from the ground up.

Wheel the World

San Francisco, CA

Business Development / Product Manager

Jan 2018 - Dec 2022

Joined as employee #5, building the platform and partner ecosystem from the ground up.

- Built and led a globally distributed, cross-functional team of 7, architecting the foundational processes, CRM workflows, and automations that scaled the platform and doubled sales conversion YoY.
- Spearheaded 10+ B2B enterprise partnerships, creating a new revenue stream accounting for 20% of company revenue.
- Implemented HubSpot CRM from scratch and led development of a proprietary accessibility data system capturing 200+ data points per property, foundational to client ROI reporting.
- Drove 20% quarter-over-quarter booking growth by rolling out 20+ product features using Agile methodology.

Forus S.A.

Santiago, Chile & San Francisco, CA

Product Manager / Buyer

Jan 2010 - Jan 2018

Chile's largest lifestyle retail company, representing 30+ global brands.

- Managed product strategy and international development across 15 brands in LATAM (350+ SKUs), achieving 2x sales growth and 25% inventory reduction, with unit sales up 50% in two years.

EDUCATION & CERTIFICATIONS

Bachelor's Degree, Global Design - Pontificia Universidad Catolica de Chile | **Marketing Strategy Diploma** - Pontificia Universidad Catolica de Chile

Senior Product Management Certification - Product School (2022) | **Google Sales Academy Certification** - Google (2023)

Fashion Retailing & Buying - Parsons Open School (2018)

CORE SKILLS

Renewal Forecasting & Contract Negotiation | End-to-End Customer Lifecycle | Mid-Market & Enterprise Accounts | Churn Risk Mitigation | Customer Health Scoring | Product Usage & Adoption Analytics | Executive QBRs | Value Realization | Expansion & Upsell | Stakeholder Management (C-Suite) | Cross-functional Collaboration | High-Growth Startup Experience | AI-Powered CS Tooling (Claude Cowork, OpenClaw) | HubSpot CRM | Tableau | SQL | Jira | Notion | Asana | Bilingual English/Spanish

RECOGNITION

- 2019 UNWTO Startup Competition Winner, Best Initiative & Pitch.
- Fundraising Director for social impact projects reaching 2,000+ people.