

Erik Ickes

Customer Insights | Product Adoption | Operational Enablement

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Professional Summary

Customer Success, Product Strategy, and Business Operations leader with experience transforming customer data and business objectives into measurable adoption, retention, and revenue growth. Combines expertise in customer success, analytics, go-to-market strategy, and hands-on AI-enabled workflows to improve customer success and business value.

- **Team & Business Leadership:** Built and led teams across marketing, engineering, research, and customer experience while remaining hands-on in onboarding, metrics, and business operations.
- **Customer Experience (CX) & Voice of the Customer:** Combined product usage data, customer feedback, NPS insights, and market research to inform roadmap priorities.
- **Enterprise Governance:** Established standards, training, and AI workflows supporting 2,800 employees and 500K+ monthly active users across five SaaS platforms.

Core Competencies: Customer Advocacy, Voice of the Customer (VoC), Agentic Development, Business Operations, Customer Enablement, Program Management, Digital Adoption, Agile Methodologies, SaaS Scaling, Product Roadmaps, Customer Retention Modeling, Analytics & Outcome Measurement, Change Management, Cross-Functional Leadership, Presentation & Communications

Technologies: Pendo, HubSpot, BlueConic, Snowflake, Salesforce, Datadog, Tableau, Power BI, Jira, GA4, Google Tag Manager, Confluence, SharePoint, Smartsheet, Azure, SQL, Postman, ChatGPT Enterprise

Work History

HMH (Boston, MA/Remote)

User Experience Research Lead – Digital Adoption, VOC & Analytics; March 2024 – August 2026

- Owned enterprise onboarding, adoption, and customer experience operations across five SaaS platforms supporting 500K+ unique monthly active users, including governance, segmentation, performance metrics, in-app guidance, training, escalation, and data enablement.
- Led the Customer Onboarding Team and established a CX Center of Excellence, ensuring project alignment, standardizing governance, conducting Pendo trainings, and tracking Jira workflows.
- Optimized the end-to-end customer journey by mapping key friction points, creating custom AI bots, Pendo, HubSpot, and BlueConic to deliver targeted, in-app guidance.
- Strengthened the Voice of Customer (VoC) program by consolidating data from Customer Service, Sales, UX and Market research to create a single reporting framework that was used across the organization to drive strategic roadmap and feature-level decisions.

HMH (Boston, MA/Remote)

Director – Platform Customer Engagement & Metrics; February 2023 – March 2024

- Established product operations and customer intelligence frameworks using Pendo, Datadog, Snowflake, Tableau and Google Analytics to create a single trusted source of behavioral and experience data, then connected our AI MCP to make insights accessible company-wide.
- Created and led customer advocacy, onboarding, and continuous improvement initiatives.
- Presented user sentiment, usage metrics, and roadmap improvement suggestions to executive leadership and cross-functional product teams.
- Validated feature releases through instrumentation testing, adoption metrics, and customer feedback to confirm business goals, user needs, and measurement accuracy.

Heinemann Publishing (Portsmouth NH)

Product Owner, Director of Digital Marketing, eMarketing Manager; December 2013 – February 2023

- Progressed from software development into leadership roles overseeing web strategy, digital marketing, analytics, web content strategy, and the web design and development team.
- Served as Product Owner, Scrum Master, and Delivery Lead to develop a new Heinemann website and a new integrated and accessible, high-performance platform to replace legacy systems.
- Led a cross-functional web team spanning development, design, QA, and digital marketing, setting priorities while remaining hands-on in web, analytics, and customer experience initiatives.
- Directed digital marketing strategy through content creation, personalization, A/B testing, SEO, and paid media strategies.

Diversified Programming Enterprises (Keyport, NJ)

Founder & Lead Developer; 2001 – 2013

- Founded and grew a technology consulting firm to a team of 14, advising businesses on web strategy, digital marketing, and developing custom back-end SaaS solutions.
- Led e-commerce, SEO, SEM, analytics, connectivity, and retention programs for a diverse client base, optimizing systems to meet defined business goals and drive conversions.
- Partnered directly with executives and end users to understand business challenges, identify opportunities, and develop solutions from implementation through go-to-market and ongoing marketing campaigns.
- Managed sales, account retention, and trained staff while remaining hands-on in software development, digital marketing, and solution design.

Education & Professional Development

Certifications

Pragmatic Certified Product Manager (PMC) Level IV
Pendo Super Certified (Analytics, AI, Product-Led Strategy)
AWS AI Business Strategist
Customer Experience Leadership
Product Management Basics
AI for Product Management

Continuing Education & Workshops

The Speaker Advantage Framework
Customer-Centric Communication
Storytelling with Data
Pendomonium/Inbound/MarTech
Presentation Mastery
Agile Foundations