

ANNETTE SERIO HADDAD

Technical Success Manager, Qualtrics · Co-Founder, SOREIA · Q&Able Co-Chair

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\$40M+

ENTERPRISE PORTFOLIO

↓ 50%

SLA VIOLATIONS

97%

CUSTOMER CSAT

↓ 95%

ESCALATIONS

PROFILE

Technical Success Manager with a cross-functional profile. Chemical Engineer turned Product Owner (Kavak), Operations Lead (ISO 9001 and SMETA), and enterprise Customer Success operator. Now running XM programs for LATAM's largest accounts at Qualtrics, combining **technical consulting** (platform architecture, integrations, adoption) with **strategic account management** (renewals, expansion). Co-Founder of **SOREIA**, a premium Mexican home fragrance brand, and Co-Chair of **Q&Able**, Qualtrics' accessibility ERG.

EXPERIENCE

Qualtrics · Mexico City

Mar 2023 to Present

Technical Success Manager (TSM)

Jun 2025 to Present

- **XM Architecture:** Translate business challenges (attrition, CX gaps, program maturity) into XM solutions across CustomerXM, EmployeeXM, Digital CX, and Text iQ; design role-based dashboards for managers and executives.
- **Integrations & Adoption:** Orchestrate connectivity between Qualtrics and client ecosystems (SAP, Salesforce, HRIS); own adoption plans to secure long-term value.
- **Expansion & Renewal Defense:** Identify upsell/cross-sell opportunities (Digital CX, AI modules) and defend renewals with data-driven evidence of technical impact.
- **Executive Workshops (Onsite):** Partner with senior leadership on executive workshops across LATAM, including a recent Lima trip with the region's largest accounts to optimize journeys and raise XM maturity.

Customer Success Associate, Customer Operations

Apr 2024 to Jun 2025

- Managed \$40M+ enterprise portfolio; automation strategies cut SLA violations 50% and lifted CSAT to 4.7/5, with 100% billing compliance.
- Used Salesforce, Amplitude, and NetSuite to reduce escalations 95% and resolve 90%+ of cases within 48 hours.

Product Specialist

Mar 2023 to Apr 2024

- 24/7 bilingual (EN/ES) support at 97% CSAT; resolved 95%+ of critical bugs with engineering; Team Lead for CXD across 4 product areas.

SOREIA (soreia.mx) · Mexico City

Feb 2026 to Present (launched Jul 2026)

Co-Founder of a premium home fragrance brand, 100% made in Mexico, built with Aline Chamlati. Launched July 2026.

- Took the brand from concept to launch in five months; Drop 01 went on sale July 2026 with three scents (Afterglow, Steep, Drift), hand-poured with premium vegetable wax blends and high-concentration fragrance oils.
- Built the pre-launch costing model (bill of materials per format, net margin by SKU and channel); own brand identity, product design, artisan sourcing (hand-blown glass from CDMX), DTC e-commerce and social.

Bee Bags · State of Mexico

Nov 2022 to Mar 2023

Purchasing & Logistics Lead

- Cut procurement costs 5%+ and delivery delays 30%; led ISO 9001:2015 and SMETA certifications in 4 months.

Kavak · Mexico City

May 2022 to Nov 2022

Product Owner (Jun–Nov 2022) · Product Marketing Intern (May–Jun 2022)

- Optimized Maintenance & Warranty product: fixed 10+ critical bugs, cut customer drop-off 25%, streamlined delivery cycles 20% through UX/Tech alignment; conducted 18+ user interviews to inform roadmap.

Red Bull · Mexico City

May 2021 to May 2022

Marketing Intern

- Executed 8+ brand activations; managed logistics for 8 elite athletes and 20+ artists; POC for 6+ key sponsors (Showroom, F1 Paddock, Battle of the Roosters).

LEADERSHIP & COMMUNITY

Q&Able · Co-Chair & CDMX Lead · Qualtrics Employee Resource Group

2025 to Present

Selected as Co-Chair to lead accessibility work across Qualtrics' Mexico City office, supporting colleagues with disabilities and turning inclusion commitments into changes people can use.

EDUCATION, SKILLS & LANGUAGES

Education B.Sc. Chemical Engineering, Universidad Iberoamericana, Mexico City

Aug 2018 to Dec 2022

Technical Qualtrics XM Platform (CustomerXM, EmployeeXM, Digital CX, Text iQ) · Enterprise Integrations (SAP, Salesforce, HRIS) · Dashboard & Reporting Design · Process Automation · AI Tools for Analysis & Reporting · A/B Testing · Salesforce · Amplitude · NetSuite

Strategic Enterprise Account Management · Renewal Strategy · Upsell / Cross-sell · Executive Workshops · Customer Journey Design · Product Management · ISO 9001

Languages Working: Spanish (Native) · English (C1/C2) Learning: Portuguese (A1, for Portuguese-only accounts) · French (A1)