



CUSTOMER SUCCESS · CYBERSECURITY

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CAREER SUMMARY

Customer Success Executive with 20+ years of experience building, scaling, and transforming Customer Success organizations across cybersecurity and enterprise SaaS. Proven track record of establishing Customer Success functions from the ground up, developing scalable operating models, and leading high-performing global teams that deliver measurable customer outcomes across EMEA, APJ, and North America.

- **Organizational builder** — experienced in designing Customer Success strategies, hiring and developing high-performing teams, defining customer lifecycle frameworks, and implementing scalable processes that accelerate customer value, retention, and growth.
- **Executive leadership** — managed large-scale enterprise portfolios of up to \$400M ARR, partnering with executive stakeholders to maximize Net Revenue Retention (NRR), drive product adoption, and align Customer Success with broader business objectives.
- **Cross-functional & technical expertise** — combines deep cybersecurity knowledge (CISM) with strong commercial acumen, collaborating closely with Sales, Product, Engineering, and Support to translate customer insights into scalable strategies, product improvements, and long-term customer value.

EXPERIENCE

● Sr. Director, Customer Success EMEA & APJ

Jul 2025 — present

Vectra.AI

- Direct a high-performing team of 12 CSMs and TAMs managing a \$100M ARR enterprise customer portfolio across EMEA and APJ.
- Drive Gross Revenue Retention (GRR) from 80% to 88% (FY25 to Q1FY27) through robust lifecycle management and targeted renewal strategies.
- Architected and executed a proactive risk-mitigation framework, reducing "at-risk" accounts and driving the portfolio to 80% healthy accounts.
- Establish scalable operating models — segmentation, coverage design, and success playbooks — to optimize efficiency, team predictability, and operational visibility.
- Act as executive sponsor for strategic accounts, forging C-level relationships to align enterprise business objectives with platform value and secure long-term loyalty.

Director, Customer Success EMEA & APJ

Mar 2024 – Apr 2025

Aqua Security Inc.

Joined Aqua Security to rebuild and re-strategize the existing Customer Success teams in EMEA and APJ.

- Rebuilt and reimagined the EMEA and APJ Customer Success teams — recruiting top talent, mentoring staff, and fostering a high-performance culture.
- Established clear baselines and best practices through strategic planning, ensuring scalable processes that drive product value realization in complex enterprise environments.
- Developed and executed an automated digital success journey with Product and Engineering, enhancing efficiency and delivering tangible customer outcomes.
- Launched a scalable operating model incorporating change management principles, streamlining workflows and boosting customer retention.
- Partnered closely with Product Management and Engineering to align on market trends and anticipate security challenges.

Planhat

Salesforce

Clari

Container Security

CNAPP

Workload Protection

Supply Chain

Senior Manager, Customer Success EMEA

Oct 2018 – Mar 2024

Palo Alto Networks

Joined Demisto Inc., a security automation start-up, to establish a new Customer Success function, and continued leading the team through the acquisition by Palo Alto Networks as part of the Cortex business unit. Earned the Premier Performance Award and Exceptional Employee honor four times.

- Owned a \$400M ARR customer portfolio across EMEA, leading a team of 15 (2 managers, 13 CSMs) in a high-growth SaaS environment.
- Spearheaded client engagements with enterprise customers spanning North America and EMEA markets, fostering international business relationships.
- Built and led a multi-continent Customer Success team across a fast-paced, subscription-based enterprise environment.
- Established executive relationships as a trusted sponsor for key accounts, securing renewals and exceeding revenue targets.
- Increased overall product retention to 91% across EMEA through scalable processes and optimized customer journeys.
- Decreased first-time-to-value by ~36%, from 151 days to 96 days, through refined onboarding and close stakeholder collaboration.
- Owned the overall success of the EMEA customer base, managing expectations and fostering enduring partnerships.

Salesforce

Gainsight

SOAR

XDR

XSIAM

SaaS

Regional Sales Manager

Jun 2017 – Jul 2018

Cynet Security

Managed enterprise sales in Benelux and France for Cynet's holistic endpoint security solution, acquiring channels and building market presence.

- Penetrated the Benelux and France markets, building a solid prospect pipeline and establishing Cynet's presence.
- Closed deals for endpoint security, assessment services, and cloud offerings, meeting complex customer requirements.
- Worked with Salesforce as CRM to ensure accurate metrics and effective follow-ups, improving forecasting.

Salesforce

EDR

Security Operations

Head of Cyber Security Sales

Mar 2015 – May 2017

Dizengoff Solutions

Distributor of cybersecurity solutions.

- Led regional cybersecurity sales initiatives, building a motivated sales force focused on delivering cutting-edge solutions.
- Expanded market share and adapted to evolving threats using market intelligence and data-driven decision-making.

Salesforce

Hubspot

Palo Alto Networks

Skybox

Portnox

Product Owner, Cyber Security

Feb 2013 – Mar 2015

DataGroupIT

Distributor of leading-edge IT products in the African market.

- Guided product direction with R&D and Operations, using market insights to refine offerings and address emerging security trends.
- Introduced Portnox to the local market, generating \$900,000 in annual revenue within the first year.
- Developed new markets for solutions including Check Point, Portnox, CyberArk, and Skybox Security.

Salesforce

Checkpoint

Imperva

Skybox

Portnox

Account Manager

Oct 2011 – Jan 2013

Cellebrite

Developer and provider of security mobile solutions.

- Owned pre- and post-sale activities: product trials, evaluations, deployments, and account management.
- Served as primary client contact for enterprise accounts, strengthening relationships and driving renewals.

Salesforce

Senior Sales Engineer

Jun 2007 – Dec 2009

Crescendo

Hardware-based application delivery start-up.

- Expanded the APAC market and increased sales revenue in cooperation with the sales team.
- Ran technical sessions and real-time onsite benchmarks against competitors' solutions.

Salesforce

SKILLS

LEADERSHIP & STRATEGY

Customer Success

Relationship Management

Leadership & Team Management

Strategic Planning & Execution

Cross-Functional Collaboration

Change Management

Negotiation & Influencing

Cultural & International Market Expertise

DOMAIN

SaaS

Security Operations

Risk Management

Cloud Security

Market & Competitive Intelligence

Process Improvement

EDUCATION

Certified Information Security Manager (CISM)

2020

ISACA · Credential ID 2055479

Certified Information Security Officer

2019

Technion - Israel Institute of Technology · Credential ID 10245

Master Business Administration

2011 – 2013

Bar Ilan University

LLB Law

2002 – 2006

Academic Center for Law and Science

AWARDS

Premier Performance

Palo Alto Networks — highest performance in Customer Success

LANGUAGES & INTERESTS

English (fluent)

Hebrew (native)

Scuba diving

Skiing

Cooking

Portuguese wines