Sean Freeman

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Customer Success and AI Solution Delivery Leader

SUMMARY

13 years in customer success, solution delivery and enterprise risk. Managed a ~$20M strategic CLM book of business, named Global Customer Success MVP in 2022 and 2023, and delivered CLM implementations up to $5M ARR, including a published state-agency rollout with 78% less processing time. Built the framework, methodology and onboarding for Docusign's AI Solution Delivery Engineering program (forward deployed engineers for customized AI projects and MCP) and helped take it global: zero to 4 engineers, and growing. Earlier delivered risk and compliance programs with the teams at PayPal and Protiviti.

EXPERIENCE

Docusign · Chicago, IL (remote) · Sep 2019 to present

Product Readiness & Solution Delivery Lead May 2026 to present

- Built the framework, methodology and onboarding for Docusign's AI Solution Delivery Engineering program (forward deployed engineers for customized AI projects and MCP) within the Global AI Solutions Deployment Program, and helped take it global with local teams: zero to 4 engineers, with more to come
- Built onboarding and platform enablement for AI Solution Engineers that scales with the program, refined from our first engineer's feedback so each hire ramps faster
- Design plays for faster time to value: ~10 hours of build becomes a ~2-hour play any teammate can run (vs. 20+ from scratch); a customer's 20 to 40 hour learning curve becomes one workshop
- Built the framework for the Business Outcomes blueprint hub, a field-wide portal of technical AI blueprints for CS and presales workshops, and scaled it for a colleague to run; set up the agents that now draft new blueprints
- On the Docusign App Center launch team: tested the platform and migrated customers' legacy services to App Center connections

Customer Advocacy Lead Feb 2024 to May 2026

- CS go-to-market readiness lead for the 2024 launch of the Intelligent Agreement Management (IAM) Platform, testing new AI capabilities against the business outcomes customers want most
- CS strategy lead for the unified transformation of global CS teams, products and platform
- CS product partner prioritizing customer feedback for development and closing the loop with field teams; led customer readiness use cases for new product launches

Lead Customer Success Advisor Apr 2023 to Feb 2024

- Strategic success advisor to the largest customers on $20M+ of commercial and enterprise ARR, providing industry, implementation, risk management and product guidance

Senior Customer Success Manager Aug 2021 to Apr 2023

- Managed 10 to 20 strategic CLM accounts of $250K to $2M ARR each, a ~$20M book every year
- Carried 3 to 5 rolling at-risk accounts through complex issue resolution and churn mitigation
- 2x Global Customer Success MVP (2022, 2023)

Product Implementation Consultant Sep 2019 to Aug 2021

- Ran 7 to 10 concurrent SpringCM and Docusign CLM implementations of $250K to $5M ARR, owning requirements, solution design, build, testing and go-live
- Delivered the Missouri DHEWD CLM rollout: 78% less processing time for grants and procurement contracts and 80% higher adoption than the prior system (published customer story)
- Technical CLM advisor to advanced customers, solution integration partners and internal ProServ onboarding

PayPal · Chicago, IL

Senior GRC Platform Specialist Jul 2017 to Apr 2019

- Responsible for implementation and delivery of the GRC platform the risk and compliance program ran on
- Co-built PayPal's data-driven approach to risk and compliance assessment with the GRC team, saving 3,000+ hours a year
- With the GRC team, designed and ran the Enterprise Risk and Compliance Assessment program: process documentation, risk and control mapping, privacy impact assessments, regulatory intake and issue management

Uptake · Chicago, IL

Product Implementation Consultant Jul 2016 to Jun 2017

- Managed the implementation lifecycle for an analytics platform serving 6 clients worldwide
- Defined customer onboarding journeys and implementation playbooks, cutting time to value by 20%

Protiviti · Chicago, IL

Senior Consultant, Technology Risk Management Mar 2014 to Jul 2016

- Ran the GRC platform a large consulting team used to assess a major US financial institution's risk and compliance program, recommend improvements and validate their implementation, as the client's two regulatory consent orders required
- Co-designed a SharePoint risk assessment solution for calculating residual risk and aggregating monitoring, testing, policy and training data
- Managed ERP audits and SAP / Oracle GRC firefighter implementations for elevated access and segregation of duties

Anheuser-Busch · St. Louis, MO

Logistics Data Analyst Jun 2013 to Dec 2013

CERTIFICATIONS (2026)

OpenAI: AI Leadership; Agents and Workflows; Applied AI Foundations; AI Foundations

Anthropic Claude Academy: Building Effective Human-Agent Teams; Introduction to Evals; Claude Code 101; Claude 101; Claude Cowork; Claude Tag

SKILLS

Customer success and delivery: strategic account management, churn mitigation, implementation, solution design, GTM readiness, executive stakeholder management
Platforms: Docusign CLM, SpringCM, eSignature, IAM, App Center, SAP and Oracle GRC, SharePoint
AI and on-chain: agent workflows, MCP, evals, Algorand (runs own participation node), x402 agent payments