

# ERIK HERZ

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## VP of Global Customer Success

Leadership-driven executive with 20+ years of experience building and scaling customer-centric organizations in video technology and SaaS environments. Proven track record of driving customer adoption, retention, and expansion through strategic team leadership, operational excellence, and deep technical expertise in video technology.

## LEADERSHIP EXPERIENCE

### Founder & CEO, Vivoh, Inc. (2019 - 2025)

Built and led cross-functional organization of 15+ team members including developers, sales, support, marketing, and customer success

- Drove customer adoption and retention for innovative video streaming solutions, securing recurring revenue contracts with Fortune 500 companies including FINRA, Highmark Health, The Hartford, NextEra Energy, and NEC Systems
- Built and scaled support, sales, and customer success teams

### Vice President of Business Development, Ramp Holdings (2014 - 2016)

Defined go-to-market strategy for new live streaming product line

- Launched Ramp HLS Multicast solution
- Developed customer engagement strategies that drove adoption of patented multicast technology
- Collaborated with product and engineering teams to ensure customer feedback informed roadmap

### Account Executive & Video Sales Engineer, IBM (2016 - 2018)

Managed enterprise customer relationships and technical implementations

- Led complex technical sales cycles with enterprise clients, ensuring successful solution delivery
- Let RFP responses for IBM Ustream sales and Watson Video (AI) solutions

### Director of Product Management, VBrick (2008 - 2011)

Led product strategy for VBrick Online Streaming Services

- Gathered voice-of-customer insights to drive product innovation

## **Technical Product Manager, Virage (2000)**

Managed team of 10 developers building AI-powered searchable video websites

- Led technical teams in developing and supporting customer-facing video search solutions using computer vision and machine learning

## **CORE COMPETENCIES**

### **Customer Success Leadership:**

- Global team building and scaling
- Customer lifecycle management from onboarding through renewal and expansion
- Value realization and customer ROI demonstration

### **SaaS & Video Technology Expertise:**

- 20+ years in video streaming and SaaS environments
- Deep understanding of enterprise customer needs in video technology
- Experience with complex technical implementations and customer onboarding

### **Operational Excellence:**

- Revenue operations and customer success
- Cross-functional collaboration with sales, marketing, and product teams
- Data-driven decision making and business impact measurement

## **PATENTS & TECHNICAL INNOVATIONS**

- Methods and Apparatus for Collaboration (US 8665311 B2) – Presence for video
- Scaling Video Delivery (US 9516390) – Technology for multicast video delivery
- Low-latency streaming, eCDN, video players and servers
- AI/ML and computer vision applications in video technology

## **EDUCATION**

Humboldt State University – B.A. in History

## **KEY ACHIEVEMENTS**

- Led customer-facing organization from startup to serving Fortune 500 enterprises
- Led technical teams while maintaining strong focus on customer value
- Established customer success best practices that drove retention