

CHRISTOPHER CASE

Customer Success Leader | Client Relationship Management • Adoption & Retention • Stakeholder Communication

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Customer-facing leader with 15+ years of experience building deep trust with clients, translating complex needs into actionable solutions, and helping people get real value from what they have committed to. Known for listening carefully, hearing what people actually need, not just what they say, and then building solutions that actually close the gap—whether that’s a communication framework, an enablement tool, or an AI-powered system that solves a real client problem. Brings a track record of high retention, strong relationships, and a natural instinct for solving problems hands-on rather than just advising from the sideline. Currently serving as a trusted advisor to a multi-location primary care practice on technology strategy, patient access workflows, and HIPAA compliance.

SELECTED LEADERSHIP OUTCOMES

- Served as dedicated client success advisor to physician owners at a 3-location, 9-provider primary care practice, translating complex technology decisions into clear guidance and managing adoption across a high-stakes regulated environment
- Maintained ~98% client and community retention through four major organizational transitions, including changes that affected deeply held beliefs, long-standing systems, and core community identity
- Built and sustained trusted advisor relationships with 500+ stakeholders across 14 years, proactively managing needs, navigating difficult conversations, and keeping engagement high through periods of uncertainty
- Managed a stakeholder base of 100+ volunteer leaders and contributors, driving adoption, resolving concerns, and maintaining long-term commitment without positional authority
- Facilitated escalation and conflict resolution between executive leadership and board stakeholders, restoring trust and re-establishing productive working relationships
- Designed and launched a revenue-generating online learning platform (LMS) to help clients adopt AI tools and workflows, owning curriculum design, content sequencing, and learner experience end-to-end. Actively selling. (2025–Present)

PROFESSIONAL EXPERIENCE

Strategic Client Advisor | Family Medical Centre | Hialeah, FL January 2026 – Present

Engaged as primary advisor to physician owners at a 3-location, 9-provider primary care practice. Functioned as a dedicated client success partner, building trust with leadership, understanding their real needs, and translating complex operational and technology decisions into guidance they could actually use.

- Identified a gap in patient-facing communications, then designed and deployed a HIPAA-compliant AI chatbot that reduced front office load and improved scheduling access. Built the solution end-to-end, from need identification through implementation, in active daily use.
- Built trusted advisor relationships with physician owners, earning buy-in for significant operational changes by listening carefully, framing tradeoffs clearly, and communicating in terms that matched their priorities
- Identified compliance risk in client communications infrastructure and led full migration to HIPAA-compliant channels, proactively protecting client operations across all three locations
- Translated complex EHR evaluation findings into a clear recommendation that physician owners could understand, evaluate, and act on with confidence
- Navigated staff resistance and client-side friction by designing adoption approaches that acknowledged real concerns and sequenced change at a manageable pace
- Built and deployed an AI-powered Google review response agent that monitors client reviews, drafts professional responses, and routes them for approval before publishing, maintaining consistent reputation management without adding staff workload
- Managed targeted Google Ads campaigns and SEO optimization, driving a 5% increase in new patient leads across practice locations

President and Chief of Staff | Resonate Church | Atlanta, GA September 2011 – December 2025

Served as the primary relationship owner and trusted partner for a community of 500+ stakeholders across 14 years of growth, change, and organizational complexity. Built and maintained the kind of long-term loyalty that only comes from consistent attentiveness, honest communication, and genuine investment in people’s success.

- Maintained ~98% retention through four major organizational changes, protecting relationships during the highest-stakes transitions by communicating proactively, addressing concerns directly, and keeping stakeholders informed and valued throughout
- Managed ongoing relationships with 500+ community members, 100+ volunteers, and 30+ volunteer leaders, conducting regular check-ins, identifying emerging needs, and resolving issues before they became attrition risks
- Served as the primary point of escalation for difficult interpersonal, relational, and organizational conflicts, listening to all sides, translating concerns across stakeholder groups, and facilitating resolution
- Onboarded new community members through structured processes designed to help them find value and connection quickly, reducing early disengagement and building long-term loyalty
- Developed and maintained trusted advisor relationships with board members and senior leaders, navigating sensitive governance issues with clarity and care
- Managed SEO strategy and a \$10,000/month Google Ad Grant, optimizing campaigns within strict compliance requirements and driving measurable web traffic growth

Board Member | Division of Family and Children’s Services, DeKalb County, Decatur, GA April 2016 – February 2026

- Represented stakeholder and community interests in governance and policy decisions affecting children and families across DeKalb County
- Served as a voice for those being served, translating frontline experience into board-level advocacy
- Supported organizational leadership through a high-pressure compliance period, contributing perspective on community impact and stakeholder communication

Director of Programming | Cumberland Church | Smyrna, GA August 2008 – September 2011

- Recruited and onboarded volunteer leaders across multiple departments, managing their experience from initial engagement through long-term contribution
- Maintained strong working relationships with volunteer teams by communicating clearly, resolving friction early, and recognizing contributions consistently
- Facilitated coordination meetings that kept cross-functional teams aligned and stakeholders informed

Director of eMarketing + Digital Program Lead | Crown Financial | Gainesville, GA March 2005 – September 2008

- Managed external partner relationships including a joint educational initiative with Focus on the Family, coordinating across organizational boundaries to deliver shared outcomes
- Led cross-functional teams across creative, technical, and content disciplines to deliver client-facing digital programs
- Translated organizational strategy into communication and content that met the needs of end users and external partners

EDUCATION

Master of Arts (Theology), Reformed Theological Seminary, Atlanta, GA | Graduated May 2005

Bachelor of Science (Zoology), University of Florida, Gainesville, FL | Graduated May 2002

SKILLS

Client Relationship Management | Onboarding & Adoption | Customer Retention & Churn Prevention | Stakeholder Communication & Advocacy | Needs Assessment & Discovery | Escalation Management & Conflict Resolution | Trusted Advisor Relationships | Cross-functional Collaboration | Executive Communication | Active Listening & Needs Translation | QBR Facilitation & Success Planning | Change Management & Adoption Strategy | Account Health Monitoring | AI & Technology-Enabled Client Solutions

CERTIFICATIONS

Certified ScrumMaster, Scrum Alliance, 2026

Google Project Management Certificate, 2026

Generative AI Leader Specialization, 2026

Salesforce Customer Success Manager Certificate, In Progress, 2026