

ANDREW SEVILLIA

GLOBAL CUSTOMER MARKETING AND ADVOCACY LEADER

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LEADERSHIP PROFILE

Customer Marketing and Advocacy leader who builds global programs that turn customer relationships into measurable growth. Connects advocacy, community, executive engagement, customer evidence, references, and storytelling to influence pipeline, strengthen retention, and support account expansion across enterprise SaaS. Led global teams of up to six employees, coordinated dozens of agencies and vendors, and managed multimillion-dollar budgets.

CAREER IMPACT

2,000+

CUSTOMER ADVOCATES

1,000+

CUSTOMER STORIES AND ASSETS

100+

EXECUTIVE SPEAKERS
ANNUALLY

4x

TOP 100 CMA STRATEGIST

CORE EXPERTISE

Customer marketing strategy | Customer advocacy | Executive engagement | Customer references | Customer storytelling | Community building | Customer Advisory Boards | Customer evidence | Reviews | Sales enablement | Segmentation | Program measurement

LEADERSHIP SCOPE

GLOBAL LEADERSHIP Programs spanning North America, Europe, and Asia Pacific | **TEAM** Up to 6 direct reports | **PARTNERS** Dozens of agencies and vendors | **BUDGET** Millions of dollars

PROFESSIONAL EXPERIENCE

UIPATH

2023–2026

Director, Customer Advocacy Marketing

- Built global advocacy programs producing 100+ customer stories annually for campaigns, product launches, events, and enterprise sales.
- Delivered approximately 80 strategic references and prepared 100+ customer speakers annually for sales and global events.
- Created UiPath Innovators, connecting 200+ senior leaders through executive forums, peer relationships, and advisory opportunities.
- Co-led North American and international Customer Advisory Boards with Product and executive teams.
- Created the AI25 and AI Breakthrough Awards to recognize customer outcomes and deepen executive relationships.
- Used purchase, satisfaction, usage, and event data to identify advocates and improve customer segmentation.

SAGE INTACCT

2018–2022

Senior Director, Customer Marketing

- Built global customer marketing across advocacy, community, references, stories, reviews, webinars, and executive engagement.
- Produced 200+ case studies and 75+ videos for demand generation, customer communications, and sales enablement.
- Increased online reviews 500% across targeted platforms, expanding trusted customer evidence for buyers.
- Created Champions, Advantage advocacy, and Customer HERO Awards to recruit advocates and sustain participation.
- Partnered with Sales and Customer Success to support retention, renewals, and expansion through content and peer programs.

PLANFUL

2017–2018

Director, Customer Advocacy

- Launched the company's first customer advocacy application and program, centralizing recruitment, references, stories, webinars, and speakers.
- Aligned Sales, Product, Marketing, and Customer Success on customer participation, content priorities, and program delivery.
- Established program governance, centralized intake, customer permissions, and a cross-functional operating cadence.

ANDREW SEVILLIA | PROFESSIONAL EXPERIENCE

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JUNIPER NETWORKS

2016–2017

Director, Customer Communications

- Launched the company's first customer advocacy application and drove adoption across global Sales teams.
- Standardized customer sourcing, matching, approvals, and reporting in under six months.
- Partnered with global Sales teams to improve reference availability, customer matching, approvals, and program measurement.

NETSUITE

2011–2015

Senior Director, Global Customer Marketing

- Led a global marketing team and activated 2,000+ advocates across industries, products, and regions.
- Earned three promotions while building and scaling the global customer marketing function.
- Produced 100+ case studies and 30+ videos and recruited approximately 100 executive speakers annually for SuiteWorld.
- Supported thousands of sales opportunities with targeted stories, peer introductions, and executive references.
- Managed global teams and external partners while overseeing multimillion-dollar customer marketing budgets.
- Integrated advocacy with SuiteWorld, demand generation, sales enablement, retention, renewals, and account growth.

CALLIDUSCLOUD

2008–2010

Social Media and Marketing Manager

- Led the Customer Advisory Board and grew the online customer community to 3,000 members.
- Expanded customer video production from two to 20 for campaigns and Sales.
- Translated customer feedback into 17 product enhancements with engineering and design teams.

SIGNATURE PROGRAMS

UiPath Innovators — Executive community connecting 200+ senior leaders through peer forums, advisory opportunities, and customer advocacy.

AI25 and AI Breakthrough Awards — Customer recognition programs built to celebrate measurable outcomes and deepen executive relationships.

Sage Intacct Champions and HERO Awards — Integrated advocacy programs supporting stories, references, reviews, webinars, awards, and community participation.

NetSuite Global Advocacy — Scaled customer engagement across regions, products, and industries to activate 2,000+ advocates.

INDUSTRY LEADERSHIP AND SPEAKING

- Four-time Top 100 Customer Marketing Strategist
- UserEvidence Advisory Board | Captivate Collective CMA Exchange Vision Board
- Creator, Beyond Customer Stories; author of customer advocacy philosophy and framework articles
- Instructor, Customer Marketing Certified, Product Marketing Alliance
- MC, Customer Marketing Summit San Francisco (2026) | Las Vegas panelist (2022)
- Featured interviews: Content Matters, Beating the Drum, Views on Reviews, and Customer-Led Groove

TECHNOLOGY

Salesforce | Marketo | HubSpot | Gainsight | Influitive | ReferenceEdge | SlapFive | Highspot | G2 | Gartner Peer Insights | TrustRadius | Captterra | PeerSpot | ChatGPT | Claude | Writer | Glean

CERTIFICATIONS AND EDUCATION

Advocacy Programs, Community Strategy Academy (2026)

Customer Advocacy In Practice, Captivate Collective: Program Execution, Business Impact, and Advocate Experience

AdvocateHub Technology Certification, Influitive (2018) | Advocate Marketing Certification, GreenFig (2018)

San Francisco State University — B.A., History | Single Subject Teaching Credential, Social Science