

CV of Aadila Jada

Senior Customer Success Manager | Strategic Account Management | Travel Tech Specialist

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Executive Profile

Dynamic and results-driven professional with 10+ years of experience navigating the intersection of **Travel Technology (SaaS)** and **Customer Success**. Expert at bridging the gap between complex technical solutions and business value for global stakeholders. Proven track record in driving retention, maximizing ROI, and scaling product adoption within multi-national environments.

Core Competencies

- **Strategic Growth:** Retention Strategy, Upsell/Cross-sell, Revenue Forecasting.
- **Customer Excellence:** Onboarding, Health Monitoring, Stakeholder Management.
- **Tech Proficiency:** Salesforce, Qlik Sense, Seismic, Online Booking Tools (OBTs).
- **Leadership:** Cross-functional Collaboration, Project Management, Change Management.

Professional Experience

Amadeus IT Group Southern Africa | Jan 2023 – Dec 2025

Customer Success Manager

- **Strategic Retention:** Managed a high-value portfolio, ensuring 100% customer retention through proactive health monitoring and the execution of tailored Success Plans.
- **Adoption & Expansion:** Accelerated product adoption by 25% through data-driven onboarding and identifying strategic upsell opportunities aligned with client KPIs.
- **Trusted Advisor:** Acted as the primary liaison between global product teams and local clients, translating technical roadmaps into business solutions.

Amadeus IT Group | May 2019 – Dec 2022

IT Account Manager

- **Revenue Growth:** Consistently met/exceeded sales targets by securing strategic partnerships with leading airlines and travel agencies.
- **Product Innovation:** Successfully launched and commercialized Web Services and Data Services, expanding the company's IT footprint in the region.
- **Pipeline Management:** Managed the full sales lifecycle for complex SaaS integrations, from lead generation to contract negotiation and final implementation.

Amadeus IT Group | Feb 2018 – April 2019

Business Line Manager

- **GTM Strategy:** Led the regional deployment of global product campaigns, coordinating across international units to ensure brand consistency and market uptake.
- **Performance Analytics:** Analyzed product performance data to provide actionable recommendations, resulting in optimized pricing and packaging strategies.

Rennies Travel (HRG South Africa) | May 2017 – Jan 2018

Online Helpdesk Manager

- **Operational Excellence:** Improved helpdesk efficiency by **20%** and reduced resolution time by **15%** within the first year by restructuring support workflows.
- **Team Leadership:** Led a team of 11, fostering a culture of technical excellence and high-touch customer service.

FCM Travel Solutions (Flight Centre) | April 2016 – June 2017

National Technology Manager

- **Global Implementations:** Managed the end-to-end site building and configuration for **Concur** and **AETM** Online Booking Tools for national corporate clients.
- **Change Management:** Directed internal and external change management programs to ensure seamless transitions during large-scale tech migrations.

Education & Professional Development

- **Customer Success Management (Advanced)** | McKinsey & Company (2024)
- **Leadership Management** | Stellenbosch University (2017)

- **Foundations of Web Development** | Shaw Academy (2015)
 - **Certified Professional:** Amadeus & Travelport Galileo
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Technical Skills & Tools

- **Platforms:** Salesforce (CRM), Qlik Sense (BI), Seismic (Enablement).
 - **Travel Tech:** Online Booking Tools (OBTs), GDS, Web/Data Services.
 - **Productivity:** Google Suite, Microsoft Office 365.
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