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Maranda Dziekonski is a Chief Customer Officer, author, speaker, and longtime technology operator whose career has been spent at the intersection of customers, people, and growth.

She grew up in rural Michigan in a home without consistent heat or indoor plumbing. Long before she had a title, she learned to read rooms, anticipate problems, take responsibility, and keep moving. Those instincts later showed up in a very different setting: early- and growth-stage technology companies.



Her path from rural Michigan to the C-suite was anything but linear. In between, she became a young single mother, received public assistance, and later worked full time while putting herself through school. She built her career the same way she built much of her life: incrementally, through hard work, reinvention, and a willingness to keep moving forward when there was no obvious path.

Over more than two decades, Maranda has built and led functions across Customer Success, Support, Professional Services, Operations, and HR. Her experience spans B2B and vertical SaaS, including PE-backed environments where retention, expansion, operational discipline, and customer value all have to work together. She is known for building teams from the ground up, scaling through periods of rapid growth and change, and bringing a commercially minded approach to post-sale organizations.

Maranda has been part of five successful company exits, including one unicorn. She has appeared on more than 300 stages, podcasts, and industry events and has been a contributing expert in seven books. She has also been recognized as a Top 50 CCO to Watch and a Top 25 Customer Success Influencer.

Her business memoir, *Saying the Hard Parts Out Loud: Backbones, Boardrooms, and Graceful Exits*, publishes October 13, 2026. The book traces the story behind the career: the wins, mistakes, people, setbacks, and defining moments that shaped how she leads. It is a business memoir about building a career, becoming a leader, and the lessons you only learn by living through the hard parts.

Today, Maranda writes and speaks about modern leadership, customer-led growth, B2B enterprise SaaS, AI in Customer Success, resilience, belonging, and building strong businesses without forgetting the humans inside them. Her style is candid, practical, warm, and grounded in real operating experience rather than theory.

Maranda lives in the San Francisco Bay Area with her husband and their two Shih Tzus. Her adult son lives nearby in California.