

# Farouk Bhimji

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## PROFILE

Customer Success Director with eight years at MuleSoft / Salesforce as a trusted advisor to large enterprise EMEA portfolios – including a \$5.46M expansion year at 218% of target that earned EMEA CSM of the Year. My success planning is outcomes-first, an approach I codified into Account 360, which was adopted globally by Salesforce. Previously, I founded and bootstrapped a UK SaaS platform for performing artists, and was a performer myself. Now I'm building production AI-native software solo with Claude Code.

I bring a rare mix of enterprise CS at scale, a founder's operating instinct, an MEng, and hands-on AI engineering.

## SELECTED HIGHLIGHTS

- **\$5.46M+** – expansion revenue: 218% of target from a single book, earning EMEA CSM of the Year (FY21).
- **5 in 5** – YoY promotions: IC track at MuleSoft / Salesforce: CS Assoc → CSM → Sr CSM → Principal → Sr Principal → Director.
- **FY24** – UKI Influential Leader: Awarded for highest peer recognition globally, first MuleSoft UKI CSM to reach Double Ranger (top certification tier) with honourable mention from Salesforce UKI CEO.
- **A360** – adopted globally: Co-created Account 360 – joint account-and-success-planning template adopted by Salesforce.
- **210K** – LoC shipped solo: Production AI-native software with Claude Code – 4 apps + 2 MCP servers + 3 Chrome extensions in 7 months, 1200+ commits.

## EXPERIENCE

► **Independent** — Vibe-Coder · Product Lead · Builder Nov 2025 – present    London, UK

*Shipping production AI-native software solo with Claude Code as engineering partner – 210K LoC TypeScript, 1200+ commits across all projects in 7 months.*

### FAROUK'S GYM APP

*An AI personal trainer that builds your weekly programme, tracks every workout, and explains your performance data in plain English.*

- Built solo on Claude Sonnet 4.6 – streaming AI generation, AI insights, WHOOP / FatSecret / Withings integrations.
- Stack: React + TypeScript + Supabase Edge Functions, Recharts, Sentry, Vitest.
- Shipped 83K LoC, 601 commits in 7 weeks.

### TRADINGVIEW INDICATOR SUITE

*A 50-indicator analytical suite for crypto, equities, and indices – built in Pine Script v6.*

- Coverage: on-chain, macro, market structure, volatility, portfolio targeting, breadth.
- Methods: Z-score normalisation, regime/divergence detection, customisable thresholds.

### OTHER PROJECTS

- **40th Birthday Surprise Site** – full-stack interactive milestone-birthday tribute platform; React + Express + Drizzle + AWS S3; 24K LoC, 205 commits.
- **Algarve 2026** – interactive trip-planning microsite; React + Vite + Leaflet + Framer Motion.
- **faroukbhimji.com** – this site – synced CV + audio narration with editorial pen-stroke emphasis; Astro 5 + React islands + SVG turbulence.
- **Chrome Extensions** – Claude Sidebar (multi-tab AI assistant with streaming, page-context, prompt templates); Full-Page Screenshot (PNG/PDF export); PDF Splitter (in-browser).

► **Career Break** — Recovery, Self-Directed Study, Independent Building Jan 2025 – Nov 2025    London, UK

*Year of recovery from a serious health issue; deep self-guided curriculum in crypto, blockchain, macro and customer success.*

### SELF-GUIDED CURRICULUM

- Crypto / macro – Broken Money (Lyn Alden), Blockchain, Crypto and DeFi (Marco Di Maggio), The Basics of Bitcoins and Blockchains (Antony Lewis).
- Leadership – Multipliers (Liz Wiseman), Effortless and Essentialism (Greg McKeown).

► **Mambu** — Senior Manager, Customer Success Aug 2024 – Jan 2025    London, UK

*Joined to lead post-sale strategy for UKI banking customers. Departed by mutual agreement to focus on health and recovery.*

### SCOPE

- Led 4 CSMs across UKI; partnered with Professional Services and Support to unblock implementation and product issues, stabilising churn.
- Drove cross-functional initiative across 4 teams to migrate Customer Success off Gainsight onto Salesforce – owned planning, scope, and stakeholder buy-in.

► **MuleSoft / Salesforce** — Customer Success Associate → Customer Success Director Feb 2017 – Jul 2024    London, UK

*Eight years running enterprise Customer Success at MuleSoft / Salesforce – among the largest individual books in EMEA. Customer success methodology built on an outcomes-based "Essentialism" framework.*

### FY24 + FY25 (PARTIAL) – CUSTOMER SUCCESS DIRECTOR

- **Customers:** Owned 4 named accounts: Unilever, AstraZeneca, CSL, Co-op Bank; ~\$12-18M ARR.
- **Commercial:** Closed Unilever Signature Success deal.
- **Adoption:** Spearheaded platform-consolidation positioning at Unilever.
- **Customer Health:** Achieved 4.7/5 CSAT; delivered 122% of target engagements.
- **Awards:** Won FY24 UKI Influential Leader; shortlisted for UKI Senior Manager RVP role (final round).
- **Initiative:** Built MuleSoft GPT Engagement Workbooks – genAI in CS delivery before mainstream adoption; expanded mentoring to AEs – 7 mentees in total.

## FY23 – CUSTOMER SUCCESS DIRECTOR

- **Customers:** Managed 8 accounts: Unilever, Diageo, BAT, Ted Baker, CSL, Astellas, Arm, AVEVA; ~\$10–15M ARR.
- **Commercial:** Delivered £8.56M renewals at 112% of target; 5-year Arm renewal; multi-year renewals with Astellas, AVEVA, Ted Baker, Diageo, BAT.
- **Adoption:** Drove 54% portfolio-wide platform-capacity (vCore) adoption increase.
- **Customer Health:** Maintained 4.7/5 CSAT.
- **Awards:** Earned UKI CSM of Q2; first MuleSoft UKI CSM to reach Ranger.
- **Initiative:** Authored MuleSoft SM Engagement Model – Admin Checklist (published globally); produced Unilever evangelism video content used in internal Unilever marketing globally; took on 3 CSM mentees across EMEA.

## FY22 – SENIOR PRINCIPAL CSM

- **Customers:** Owned 14 accounts covering CPG, Retail, Pharma and Manufacturing; ~\$15.3M ARR.
- **Commercial:** Drove \$3.68M expansion at 130% of target; renewals 111% of target.
- **Adoption:** Transformed CSL platform adoption – pre-prod cores 32% → 95%, prod cores 8% → 96% in 9 months (previously stalled).
- **Customer Health:** Lifted 11 of 14 customers from at-risk to healthy in a 6-month window; NPS 53.
- **Awards:** Secured Q3 Cross-Functional Teaming Award.
- **Initiative:** Co-created Account 360 (A360) and outcome-based account planning sessions – a cross-functional methodology rolled out globally in FY23. Took first CSM mentee.

## FY21 – PRINCIPAL CSM

- **Customers:** Owned approx. 30 accounts covering Retail, CPG, Manufacturing, Pharma, Financial Services and Media; ~\$6–7M ARR.
- **Commercial:** Closed \$5.46M expansion at 218% of target – Dyson (pre + prod Enterprise License Agreement, ELA), DSG Retail (pre-prod ELA), Finastra and Mulberry mid-cycle expansions; renewals 110% of target.
- **Customer Health:** Moved most customers from at-risk to healthy; NPS 53.
- **Awards:** Won EMEA CSM of the Year; UKI CSM of Q3.
- **Initiative:** Created Teaming for Success 2.0 – evolved into Account 360 (A360) template the following year.

## FY20 – SENIOR CSM

- Managed approx. 60 accounts; \$1.07M expansion (41%); renewals 103%; 8.6/10 (NPS); UKI CSM of Q2.

## FY19 – CUSTOMER SUCCESS MANAGER

- Owned approx. 80 accounts; \$1.74M expansion (83%); renewals 104%; NPS 38; recruited customer advocates to speak at MuleSoft CONNECT; peer-voted “Most likely to volunteer outside of role”.

## FY18 – CUSTOMER SUCCESS ASSOCIATE

- Managed approx. 120 accounts; \$570K expansion (79%); renewals 110%; NPS 25; MuleSoft CONNECT Expert Speaker – “Partner for Customer Success”.

### ► **Dance Cast & Talent Cast** — Founder

Jul 2010 – Jul 2017 London, UK

*Founded two performing-arts SaaS audition services for paid work. Dance Cast in 2010 launched for the UK dance market – what was once a 10,000-member Facebook community became a bespoke freemium SaaS. Expanded in 2014 into Talent Cast across all performing-arts disciplines – a UK-wide subscription audition platform where performers paid for casting alerts; agencies and casting directors paid to post.*

- **Customers:** Grew to 13,000 paying subscribers; top-four UK casting SaaS.
- **Traction:** Grew audition postings from 150 → 250 per month through key-account selling to casting directors and agencies.
- **Build:** Built and led a five-engineer team (onshore and offshore) shipping the core platform built on Magento on time.
- **Retention:** Reduced post-trial churn 10% via tech-touch lifecycle programme integrating Sailthru, Mailchimp, Mandrill and PayPal.
- **Community:** Built community of 16,000+ Facebook followers and 23,000+ Twitter followers (organic, earned).
- **Influence:** Catalysed Equity’s #LowPayNoPay industry pay-protection campaign.

### ► **Move The World** — Marketing Trustee — Board of Trustees

May 2016 – Jun 2019 London, UK

*Board trustee for an education charity running global-citizenship programmes for young people in the UK and Ghana, anchored on the UN Sustainable Development Goals.*

- Oversaw all marketing activities for 2-country charity running global-citizenship programmes (UK and Ghana); drove campaign ideation aligned to strategic and granular goals.

### ► **RISE Beyond** — Platform Development Manager

Apr 2016 – Jul 2017 London, UK

*Worked with leadership of a collaboration consultancy to assess their e-learning platform, design new features, and align technology with business strategy.*

- Designed 12–24 month technology development plan deepening alignment between operations and available technology; delivered platform/server upgrades improving performance, UI/UX and engagement.

### ► **Dance Career** — Professional Dancer, Choreographer & Dance Teacher

Jan 2007 – Oct 2010 London / Worldwide

*Performed and choreographed for global recording artists and televised events; taught regular open classes and workshops in London and internationally.*

## PERFORMANCES AND CHOREOGRAPHY

- Justin Timberlake; Whitney Houston; Jay Sean; Leona Lewis; Black Eyed Peas; The XX; Alexandra Burke.
- The X Factor; Brit Awards; Britain’s Next Top Model; Victoria’s Secret Fashion Show; Got to Dance.

## TEACHING AND WORKSHOPS

- Taught weekly open dance classes at Danceworks, London.
- Taught workshops at Pineapple Studios, London.
- Delivered international workshops across 7 cities: Dublin, Glasgow, Copenhagen, Mumbai, Riga, New York, Utah.

## EDUCATION

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- ▶ **Broadway Dance Center** — International Student Visa Programme (ISVP) 2005–2007 New York, USA
- ▶ **Imperial College London** — MEng Mechanical Engineering, 2:1 2000–2004 London, UK
- ▶ **Haberdashers' Aske's School** — A Levels: Mathematics (A), Physics (A), Chemistry (A) 1993–2000 Herts, UK

## CERTIFICATIONS & PROFESSIONAL DEVELOPMENT

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- ▶ **Coursera** — Vibe Coding with Claude Code Mar 2026
- ▶ **University of Oxford, Saïd Business School** — Oxford Artificial Intelligence Programme — 89% (class average 78%) Nov 2023
- ▶ **MuleSoft / Salesforce** — Certified Integration Associate; Accelerate Leadership Programme; Talent Experience (Fearless Feedback, Multipliers, Noticing & Responding) 2023–2024
- ▶ **Squared Online** — Multichannel Digital Marketing 2015–2016

## KEY SKILLS & TOOLING

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**Customer Success:** Customer Success Management · Account Management · Enterprise SaaS · Renewals · Expansion · Upsell · Cross-Sell · Net Revenue Retention · Customer Health · Customer Adoption · Risk Reduction · Stakeholder Engagement · C-Level / Executive Engagement · QBR / EBR · Voice of the Customer · Customer Advocacy · NPS · CSAT · Cross-Functional Leadership · Mentoring & Coaching · Outcome-Based Account Planning

**AI & Engineering:** Generative AI in Customer Success · Claude Code · AI-Native Software · LLM Integration · Prompt Engineering · Vibe Coding · TypeScript · React · Supabase · Pine Script · Chrome Extensions

**Platforms & Tools:** MuleSoft · Salesforce · Gainsight · iPaaS · API Integration · TradingView

**Languages:** English (native) · French (basic) · Spanish (basic)