

V. Saravana Amuthu

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Sales Ops Enablement Lead/Manager

7+ years in SaaS SalesOps & enablement across APAC, EMEA, and NA. I operationalize onboarding motions, procurement readiness, CRM-driven playbooks, and content systems that compress ramp time, increase win-rate, and enforce consistent execution. Hands-on in Salesforce, CPQ, and GTM tooling. Proven ability to build, automate, and scale sales readiness programs tied to pipeline generation, deal velocity, and adoption KPIs.

CORE COMPETENCIES

Sales Enablement Strategy	Customer Journey	EBRs & Growth Planning
Strategic Account Management	Mapping/Implementation	Upsell, Cross-Sell & Revenue Expansion
GTM System Design	Process Optimization	Customer Health Scoring
Program & Project Management	Stakeholder Collaboration	Risk Mitigation
CRM Administration & Optimization	Sales Enablement & GTM Readiness	Data-Driven Decision Making

PROFESSIONAL EXPERIENCE

Roofoods pvt Ltd. - Deliveroo | UK-Based Online Food-Delivery Platform, Indian Subsidiary **Bengaluru, India**
Customer Onboarding & Support Manager – Salesforce & GTM Systems Nov 2024 – Present
Lead Salesforce CRM strategy and optimize Customer Success processes for GTM and sales onboarding teams, managing a portfolio of 100+ restaurant partners across Europe & Asia.

- Lead Salesforce GTM programs for onboarding and expansion teams across Europe & APAC.
- Collaborated with Sales and Customer Support to deploy GTM programs in Salesforce, improving lead-to-opportunity conversion by 10% and expanding active sales pipeline.
- Developed standardized Salesforce reports to track engagement health, pipeline hygiene, and onboarding milestones, enabling targeted account actions that increased upsell revenue and boosted NPS by 3 points.
- Collaborated with Sales, Customer Success, and Support teams to streamline onboarding, cutting average onboarding time from 9 days to 6 while accelerating adoption and customer value realization.
- Integrated churn prediction insights into CRM to drive proactive retention and account expansion strategy.
- Integrated Salesforce with GTM tools for proposal generation and reporting, ensuring accurate pricing, positioning, and storytelling.
- Trained Customer support team & Sales team on best practices of CRM & data quality effectively reducing the duplication.

Twilio Technology India Pvt Ltd. | Subsidiary of Global Cloud Communications Leader Twilio **Bengaluru, India**
GTM Sales Operations - Operational Excellence Feb 2022 – Nov 2024
Directed CRM strategy, sales enablement, and GTM operations across APAC, EMEA, and NAMER, serving as SME for Salesforce, prospecting tools, and customer data governance. Partnered with Sales and Customer Success leadership to enhance GTM readiness, align systems to the customer journey, and deliver measurable revenue impact.

- **Founding member of the Twilio-Segment Sales Tools Enablement team**, responsible for aligning IT and Sales to ensure every rep had the right tools, data, and processes from day one.
- Managed end-to-end CRM workflows and field configurations for APAC sales teams, in alignment with regional go-to-market strategies, resulting in a 14% boost in sales productivity and generating new annual pipeline.
- Acted as the go-to resource for APAC, EMEA, and NAMER sales teams on prospecting tools and Salesforce, resolving support requests within SLA and enabling uninterrupted sales operations, safeguarding million-dollar active pipeline.

- Championed customer data hygiene, CRM enhancements, and GTM alignment, increasing data accuracy and empowering CS teams to execute targeted engagement campaigns that drove upsell revenue.
- **Led a 3-member enablement squad** for Twilio Segment's APAC & EMEA teams, driving adoption of GTM playbooks and certification programs that equipped new SDRs to book their first meetings within their initial 30 days.

Cognizant Technology India Pvt Ltd. | Part of Global IT Services Giant

Bengaluru, India

Associate

Sep 2021 - Feb 2022

Contributed to a medical domain technology project, focusing on process documentation, Salesforce Apex, and Lightning Component analysis. Supported the delivery of client-ready documentation and built foundational technical expertise.

- Developed and documented core business processes for a medical project, ensuring compliance and operational accuracy across workflows, improving delivery quality scores by 8%.
- Trained in Salesforce Apex and Lightning Components, strengthening collaboration with development teams and informing CRM process design for scalable customer data management and reporting solutions.

Accenture India Pvt Ltd. | Subsidiary of Fortune Global 500 Consulting Firm

Kolkata & Bengaluru, India

Application Development Analyst

May 2018 - Sep 2021

Designed and supported CRM and CS applications for global clients, ensuring alignment with business requirements and KPIs. Partnered with country managers to gather requirements, execute Agile sprints, and train end users to drive adoption.

- Partnered with country managers and client stakeholders to capture requirements, design CRM solutions, and align implementations with business objectives, resulting in 12% improvement in process efficiency.
- Owned CRM issue resolution for contract management and customer service modules, reducing case resolution time by 18% and improving client satisfaction scores by 4 points.
- Delivered 20+ Agile sprints on time and within scope, collaborating closely with business analysts and product teams to deploy high-impact features that improved user adoption by 11%.
- Designed and delivered user training programs for country managers, enabling users to adopt new functionality effectively, leading to increase in tool utilization across global regions.

EDUCATION

Kongu Engineering College

Erode, India

Bachelor of Engineering in Civil Engineering

2018

CERTIFICATIONS & RECOGNITIONS

Certified Customer Success Manager (Level 1) | SuccessCoaching | 2025

Automated Outbound | Clay | 2025

Salesforce Certified Administrator, App Builder & Associate | Salesforce | 2019

Outbound Sales | Hubspot Academy | 2025

Most Focused Award | Accenture | 2021

Apex Awards | Accenture | 2021

Twilio Hoots, Being an Owner, Builder & Positron | Twilio | 2022-2024

SKILLS & INTERESTS

Technical Skills: Jira, ZoomInfo, LinkedIn Sales Navigator, Lead IQ, Tableau, Hubspot, Eloqua, Salesforce, CPQ, Zapier, MS Excel, APIs