

AFSHA HASLANI

+44 7342871120 | afsha.haslani@gmail.com

<https://www.linkedin.com/in/afshahaslani/> | London, UK

PROFILE SUMMARY

Strategic GTM and RevOps leader with over a decade of experience driving growth across B2B SaaS, FinTech, Recruitment Tech, HealthTech and AI Tech industries. Expert in designing AI-powered go-to-market systems, building RevOps frameworks, and leading ABM-driven growth that unites marketing, sales, and customer success for predictable revenue. Holds two postgraduate degrees an MSc in International Management (UK) and an MBA in Finance (India) along with PMP certification, combining business strategy, project leadership and technology-driven execution. Skilled in automation, analytics, and cross-functional team leadership, transforming traditional sales operations into scalable, data-led growth engines.

SKILLS

- | | | |
|----------------------------------|--------------------------|-----------------------------|
| • Go To Market Strategy | • ABM Marketing | • Outbound Outreach/Content |
| • Leadership and Team Management | • Rev Ops | • Budgeting |
| • Operations Management | • Stakeholder Management | • Financial Forecasting |

EDUCATION

- Master of Science in International Management from Bournemouth University (UK) with distinction (Dissertation in Emotional Marketing) - 2024
- Master of Business Administration (MBA) in Finance from Pune University (India) – 2015
- Bachelor of Science in Information Technology from SMUDE (India) – 2013

TOP TOOLS USED

- | | | |
|---------------------|------------------------------|-----------------|
| • Clay | • Apify | • SalesLoft |
| • Trello | • Salesforce – Generative AI | • Sendspark |
| • HubSpot | • Smartlead | • Apollo |
| • Monday.com | • Zapier | • Lusha |
| • JIRA | • Instantly | • Zoho Projects |
| • La Growth Machine | • LinkedIn Sales Navigator | • Airtable |
| • Loop | • Asana | • ClickUp |
| • MS Projects | • ActiveCampaign | |

CERTIFICATION

- PMP–Project Management Certification from PMI
- Salesforce – Generative AI (Ongoing)
- US Payroll FPC–Certification
- Leadership Certification – Dale Carnegie
- Scrum Master

WORK EXPERIENCE

Apr 2025 – Till Date

AI GTM & RevOps Strategy Consultant

Consulting with startups and scaleups across **FinTech, HealthTech, EdTech, Recruitment, SaaS and other high-growth industries** to design, implement, and scale **AI-driven Go-To-Market (GTM) and Revenue Operations (RevOps)** strategies.

Key Responsibilities & Impacts:

- Designed and implemented end-to-end **GTM frameworks** covering **ICP definition, TAM, positioning, outreach, enablement, and automation**.
- Built and optimized **RevOps infrastructures** across marketing, sales, and customer success to improve alignment, data accuracy, and reporting visibility.
- Developed AI-powered outbound and inbound engines using tools like **Clay, Apollo, LaGrowthMachine, RB2B, and Factors.ai, driving 25–40% growth** in qualified pipeline.
- Implemented and customized **CRM systems (HubSpot & Salesforce)** to streamline lead management, forecasting, and deal velocity across teams.
- Integrated **Gong** for conversation intelligence, performance analysis, and data-backed coaching — boosting win rates and sales productivity.
- Created **data-driven GTM & RevOps playbooks** with dashboards to track pipeline health, attribution, and ROI across channels.
- Partnered with founders and GTM leaders to build **predictable, scalable revenue systems**, contributing to **\$3M+ in influenced ARR** across multiple clients.
- Trained **GTM, Sales, and RevOps teams** on AI adoption, automation workflows, CRM utilization, and data-led execution to accelerate growth.

- Led RevOps strategy design including **funnel optimization, process automation, tech stack evaluation, and revenue intelligence setup.**
- Supported early-stage and scaling companies in transforming manual GTM processes into **AI-powered, intelligent revenue engines.**

Driving measurable growth by aligning strategy, systems, and execution uniting GTM and RevOps under one intelligent framework.

Jun 2018 – Feb 2025
Head of IT GTM Strategy at ApTask India Pvt Ltd – US & India

Led the transformation of ApTask’s go-to-market and revenue systems into an AI-driven, data-led engine for predictable growth across the US and India. Partnered with executive leadership to align marketing, sales, and operations under a unified RevOps framework, driving scalability and performance across SaaS, FinTech and Recruitment Tech divisions.

Key Responsibilities & Achievements:

- **Go-To-Market (GTM) Strategy & Execution:** Designed and implemented full-funnel GTM frameworks integrating outbound, inbound, and ABM strategies; defined ICPs, target markets, and revenue goals for technology and staffing products.
- **Revenue Operations (RevOps) Enablement:** Built unified RevOps infrastructure by integrating HubSpot, Salesforce, and automation platforms; established dashboards and KPIs to track pipeline velocity, forecasting accuracy, and conversion metrics.
- **Account-Based Marketing (ABM):** Developed targeted ABM campaigns for enterprise and mid-market clients; aligned marketing, sales, and customer success teams to improve engagement and upsell outcomes.
- **AI-Driven Automation:** Implemented AI-based tools (Clay, Apollo, Smartlead, Sendspark, LaGrowthMachine and few more) to automate lead sourcing, enrichment, scoring, and outreach; reduced manual processes by 40% while improving conversion rates.
- **Process Optimization & Data Governance:** Streamlined lead-to-cash workflows, improving funnel visibility and reducing operational inefficiencies; standardized reporting and attribution models to optimize marketing ROI.
- **Cross-Functional Leadership:** Trained and mentored multi-disciplinary teams in GTM and RevOps methodologies; developed generalists into GTM engineers capable of managing automation, analytics, and customer engagement systems.
- **Performance Analytics:** Designed forecasting and attribution frameworks to identify revenue bottlenecks and scale winning playbooks; improved revenue predictability by 35% through continuous process refinement.
- **Business Impact:** Achieved a 50% increase in qualified lead flow, improved sales forecasting accuracy by 40%, and accelerated revenue conversion cycles across multiple business units.

OTHER PROJECTS WORKED

- Automation Tool for Business Development
- Video Interviewing Software – AI Automation
- AI Social Network for Employees

Aug 2015 – Jun 2018
Customer Service Analyst (Subject Matter Expert) at Automatic Data Processing, India.

- **Lead Generation & Strategy:** Developed and executed integrated marketing campaigns to drive lead generation, using AI tools to analyze customer data and optimize targeting for higher conversion rates.
- **Sales Enablement:** Created data-driven sales strategies by leveraging AI insights to identify high-potential leads, improving pipeline management and sales forecasting accuracy.
- **Customer Segmentation & Personalization:** Utilized AI-powered analytics to segment customers and personalize marketing and sales outreach, increasing engagement.
- **Performance Analysis & Reporting:** Monitored marketing and sales performance using AI-driven analytics tools (e.g., Google Analytics, Salesforce), providing actionable insights to optimize campaigns and improve sales outcomes.
- **Cross-functional Collaboration:** Collaborated closely with product, design, and engineering teams to align AI-driven marketing strategies with sales objectives and customer needs.
- **Sales Automation:** Implemented AI-based sales automation tools, streamlining lead qualification, follow-ups, and customer communication, resulting in a increase in sales efficiency.
- **Content & Campaign Development:** Led the creation of targeted content for campaigns, using AI to predict trends and optimize messaging for better customer engagement and conversion.
- **AI-powered Customer Insights:** Leveraged machine learning algorithms to analyze customer behavior and preferences, refining marketing strategies and improving customer retention.
- **Social Media & Digital Marketing:** Managed digital marketing campaigns across social media, SEO, and PPC platforms, using AI tools for predictive analytics to improve ROI and campaign effectiveness.
- **Client Relationship Management (CRM):** Utilized AI-driven CRM systems (e.g., Salesforce, HubSpot) to track customer interactions, personalize follow-ups, and optimize the sales funnel for higher customer retention.
- **AI-Driven Sales Pipeline Optimization:** Developed and implemented AI algorithms to automate lead scoring and prioritize high-value prospects, streamlining the sales pipeline and improving conversion rates

- **Revenue Growth through AI Insights:** Utilized AI tools to analyze sales data and customer interactions, identifying new revenue opportunities, optimizing pricing strategies, and driving an increase in overall sales revenue.

Jan 2014 – Jul 2015

Head of HR and Finance Operations at ApTask India Pvt Ltd – US & India

- Guiding and directing diverse teams, cultivating collaboration and inclusivity.
- Orchestrating cross-functional IT teams to achieve timely, budget-compliant project outcomes.
- Liaising with stakeholders to align objectives and elicit key requirements.
- Deploying agile methodologies to optimize development processes.
- Safeguarding adherence to security standards.
- Leveraging strategic planning and resource allocation to boost operational efficiency.
- Partnering with business development teams to design technology-driven sales strategies.
- Formulating project scope, objectives, and deliverables to maintain alignment with organizational and IT strategies.

CompuCom IT -CSI Systems India Private Limited - India

Jun 2013 – Dec 2013

- Served as Project Coordinator for Johnson & Johnson initiative, overseeing employee database.
- Organised system upgrades for users transitioning from Windows XP to Windows 7.
- Administered global employee database during transition.
- Engaged with Program Manager in US, delivering daily, weekly, and monthly progress updates.
- Interfaced with Project Managers globally, maintaining database and reporting.
- Supported technicians with their questions and issues.