

Contact

ketanawasthi@gmail.com

www.linkedin.com/in/ketanawasthi
(LinkedIn)

calendly.com/yourgtmplay/30min
(Other)

Top Skills

Business Operations

Cross-functional Team Leadership

Strategic Partnerships

Languages

English (Full Professional)

Indonesian (Elementary)

Hindi (Full Professional)

Spanish (Limited Working)

Certifications

Outbound Automation Certification

Honors-Awards

UAB Annual Engineering Design
Expo 1st place candidate

Ketan Awasthi

GTM Systems Engineer | certified by Clay | streamlining GTM
Operations @ Pattern Interrupt
United States

Summary

Operations and Business Enablement leader with 8+ years driving cross-functional initiatives and operational excellence across high-growth fintech and B2B2C platforms.

Currently building systematic GTM for founders at Pattern Interrupt.

Current focus is Clay-based systems:

- outbound campaigns based on relevant signals
- complex enrichment waterfalls
- automated qualification and routing
- automating internal processes and marketing ops

The through-line from my payment processing background is the same: coordinating across functions, building with compliance in mind, creating repeatable processes that don't break at scale.

Leveraging AI to doing all the above faster and at scale.

Experience

Pattern Interrupt

Founder & GTM Ops Consultant

August 2025 - Present (4 months)

What I Actually Do:

- Build and implement GTM and lead generation systems for early-stage and scaling orgs using Clay, Instantly.ai, HeyReach, make.com and Salesforce.
- Optimizing cross-functional processes across sales, marketing, and revenue operations to improve pipeline generation and conversion rates
- Applying operations discipline to GTM challenges: process documentation, workflow automation, stakeholder coordination, and performance measurement

Recent Impact:

- Automated prospect data collection across platforms, saving clients hours per week on lead research
- Built and shipped an automated outbound campaign to the apparel industry for a tariff risk assessment tool within 2 weeks of Victoria's secret's tariff misassessment.
- Created enrichment playbooks inside Clay for improved outbound personalization and higher first-response rates.

If you want to experiment, build, or fix the foundation of your GTM and lead gen, let's chat. Happy to share what's working (and what's not).

Clay Bootcamp

Elite Clay Training Program Student

September 2025 - October 2025 (2 months)

- Mastering GTM Engineering
- Advanced Clay expertise, focusing on automation, AI-driven business solutions, and workflow optimization.

Clay

Teaching Assistant - Clay Cohort 26

September 2025 - September 2025 (1 month)

storyarb

Senior Client Success Manager

March 2025 - August 2025 (6 months)

- Managed \$1.3M ARR portfolio across 10 enterprise accounts through strategic onboarding initiatives and health tracking systems.
- Collaborated cross-functionally with sales and content teams to align campaigns with client KPIs, strengthening ROI visibility and improving NPS scores
- Built automated CRM and meeting intelligence system to surface customer insights, informing product and content strategy while reducing manual operational effort

Forage

Merchant Operations Manager

February 2022 - January 2025 (3 years)

Joined at seed-stage as the 1st Operations hire who led the execution of our go-to-market launch strategy for the highest revenue-generating partner,

surpassing a \$200M payments volume goal and contributing to 70% of total company revenue by coordinating across product, legal, compliance, and engineering.

- Led cross-functional project management for enterprise partner integrations (Gopuff, 7-Eleven, Uber Eats, etc), reducing onboarding cycle time by 85% through process optimization and standardized testing protocols
- Served as primary stakeholder contact for strategic retail partners, managing end-to-end operational governance across Product, Engineering, Compliance, and Marketing teams to ensure seamless go-to-market execution and ongoing account success
- Drove compliance and regulatory governance by coordinating USDA/FNS certification processes, conducting rigorous API integration testing, implementing error handling protocols, and ensuring payment validation met all government standards for nationwide SNAP benefit administration
- Implemented issue management and incident response systems to identify root causes, develop corrective action plans, and design long-term operational controls that improved partner experience and minimized service disruptions
- Built foundational operational infrastructure as first operations hire, including 30-60-90 day onboarding playbooks, SQL performance dashboards, UX flow documentation, and API integration standards that enabled enterprise scalability
- Authored comprehensive Merchant Operations Playbook documenting SOPs, testing procedures, and continuous improvement processes; mentored team of 5 operations specialists on governance frameworks and best practices
- Aligned \$500K marketing budget with partner KPIs to accelerate adoption and retention, optimizing checkout flows that increased average basket size by 15% and delivered 70% of company revenue from largest partner

Flashfood

Partnerships Lead

May 2021 - January 2022 (9 months)

- Built and led outbound sourcing and prospecting strategies, securing pilots with large enterprise regional grocery chains.
- Successfully secured pilots with major regional grocers (Lowes Foods, Cub Foods, Shoprite), totalling to annual contract values of \$5.68M.

Flashfood is on a mission to reduce food waste by helping grocers reduce shrink, and providing consumers with an accessible way to purchase healthy, fresh food.

vRotors Inc.

Rev Ops

October 2020 - May 2021 (8 months)

vRotors is a Techstars backed Virtual Reality drone platform that supercharges remote team collaboration by enabling project teams to engage with remote worksites via a first-person view of the drone flight.

Techstars

1 year 3 months

BizOps

June 2020 - September 2020 (4 months)

Business Associate

July 2019 - June 2020 (1 year)

Austin, Texas Area

- Segmented customers through thorough data analysis of all users on platform to define growth strategy for an impact focused last-mile delivery startup
- Implemented a strategy for acquisition by optimizing user experience per customer segment
- Automated scheduling process for running accelerator ops which was implemented for all techstars programs
- Managed execution of various ad-hoc projects across ag-tech, healthtech and ed-tech industries and other social for-profit enterprises relating to market sizing, refining the business model, supporting backend operations.

UNYQ

Account & Rev Ops Manager

April 2017 - March 2019 (2 years)

Charlotte, NC

- Launched a new product line by researching market trends and billing codes, securing partnerships with top-tier orthopedic and prosthetics clinics across the US and Australia
- Boosted sales by 31.4% through strategic onboarding of 42 new accounts, utilizing a combination of partnerships and multi-channel marketing tactics to expand market presence.
- Developed an automated Order Management System, incorporating advanced reporting capabilities that cut logistics turnaround times by 30%, significantly improving customer satisfaction.

- Spearheaded and implemented a comprehensive customer onboarding program, training 112 medical professionals nationwide, which enhanced service delivery and client engagement.

Tecvox

Engineering Intern

June 2016 - August 2016 (3 months)

University of Alabama at Birmingham

1 year 4 months

Capstone Product Development

August 2015 - April 2016 (9 months)

ggUAB Community Director

May 2015 - April 2016 (1 year)

International Mentor

January 2015 - April 2016 (1 year 4 months)

Project Lab Internship

September 2015 - December 2015 (4 months)

The University of Alabama at Birmingham

Multicultural Council Executive Board

April 2013 - April 2014 (1 year 1 month)

Education

University of Alabama at Birmingham

Bachelor's degree, Biomedical/Medical Engineering · (2011 - 2016)

University of Alabama at Birmingham

Minor, Business Administration · (2011 - 2016)