NEERAJ KUMAR

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Summary: 10+ Years in B2B SaaS Sales & Go-To-Market Strategy | Mid-Market & Enterprise | Big-Ticket Deal Closures | GenAI, Voice & Video AI | Loyalty, CRM & CX | AI Agents Workflow (Clay, n8n, others) | ISV Partnerships - Microsoft, AWS, Intel 🇮🇳🇦🇪🇬🇧🇺🇸

WORK EXPERIENCE

FullFunnel Inc., Boston, USA | Remote   MAY'25 – PRESENT
Director of GTM Engineering | GTM & RevOps Automation Services (Top 4 Global Clay Elite Studio Partner)

- Lead the design and architecture of signal-driven GTM systems for internal teams and client deployments.
- Automated lead research, scoring, and routing via Clay, leveraging MCP connectors and 100+ APIs (Apify, Zapier, LinkedIn, Apollo, Email Bison, HeyReach, Instantly, Otter, Zoom, etc.) to streamline GTM processes.
- Designed and deployed 50+ complex GTM systems using Clay and n8n, integrating hiring, firmographic, technographic, and CRM signals into activation-ready pipelines for PE, SaaS, enterprise and mid-market clients
- **Key Clients:** Elise AI, Greenboard, Inspire Software, Teamsnap, Auxilius, Table22, Netchex, Oleria, Black Tiger, Sogelink, Lantern Care, Nurse Match, Allata, 219 Design, Topdesk, Yell payments and others.
- Built and operationalized scalable GTM systems across four critical growth pillars:
    - **Outbound:** Developed TAMs, automated data enrichment, optimized deliverability infrastructure, and personalized outbound messaging engine.
    - **ABM:** Tiered ICPs, crafted targeted creative/copy, and deployed warm-up and retargeting workflows.
    - **RevOps:** Engineered lead scoring models, routing logic, and CRM attribution across HubSpot & Salesforce.
    - **Enablement:** Delivered SOPs, GTM playbooks, and team training to replicate high-performing workflows.
- Built and deployed dynamic Clay Intelligence Tables across the full revenue lifecycle stages. E.g.; churn recovery, referral mapping, and reactivation through Clay Intelligence Tables and signal tracking.
- **AI Driven Recruitment Workflow using Clay & Otter.ai (voice assistant)**: cut recruiter workload by 70%, reduced time-to-qualified-candidate by 60–70%, and enabled internal hiring of 3 top-fit candidates.
- **Key Achievements:**
    - Certified in all 3 Clay Certifications - Inbound, Outbound and CRM Enrichment (97 to 99/100 scores)
    - Teaching Assistant to Yash (Education Head, Clay) at GTM Engineering School
    - Top 1% Clay Power User with tables featured on Clay's official webinars for advanced GTM automation

Xeno Private Limited, New Delhi, India | APAC Region   FEB'24 – MAY'25
Business Head | B2B SaaS - **AI powered Loyalty** & **Customer Engagement** platform for retailers

- Leading enterprise sales and GTM strategy for loyalty and customer engagement solutions for mid market and large enterprises across India and the Middle East
- Onboarded 15+ clients and 5+ partners, with deal sizes ranging b/w USD 20K to USD 200K ARR. Currently, managing deal pipelines worth USD 1.8 Million
- Designed agentic workflows leveraging tools like Clay, Smartlead, and custom AI stacks to drive autonomous outbound operations and scalable GTM execution. using Clay and n8n to automate GTM operations from lead sourcing & enrichment to personalized email campaigns, boosting outbound velocity and SDR productivity by 40%
- Collaborated cross-functionally to align sales strategy with GTM goals, driving 2x TOFU lead growth through partnerships with Unicommerce, Dotpe, Shopify, and others.
- **Key clients** - Lacoste, iNvent Apple Reseller, Indriya (ABFRL), Mokobara, Basics, CureFoods, Sabhyata, Lakshita, others

Staqu Technologies, Gurugram, India | APAC Region   SEP'19 – JAN'24
AVP Business & Alliances | **AI Powered Audio - Video Analytics** Platform, B2B SaaS hosted on AWS

- Built and scaled video analytics SaaS from zero to $2M ARR in 18 months; onboarded 50+ clients and 25+ partners with deal sizes ranging from $30K–$500K
- Led Series A fundraising and launched new offices in India, UAE, and the UK
- Managed full C-level sales cycle: lead gen, demos, POCs, negotiation, go-live, retention & upsell
- Built and led a 20-member sales team, boosting efficiency by 40% through KPI-driven coaching
- Maintained 95%+ client retention via consultative value delivery and executive reporting
- Ran ISV partner programs with Microsoft, AWS & Intel; built alliances with AGC, Tata Projects, KPMG & TechM
- Conducted 100+ client consultations to drive tailored AI adoption across retail, manufacturing, and real estate
- **Key clients** -
    - Manufacturing - Piramal Glass, JK Cement, Adani Power, Marico, Borosil, Re-Sustainability, others.
    - Retail - Lakme, Raymond, Metro Brands (Crocs), K Hospitality (TFS), Croma, Starbucks, CCD, Chaayos, others.
    - Real Estate - Embassy, WeWork, Olive Coliving, Tablespace, others.
- **Key solutions** -
    - Delivered AI retail/manufacturing intelligence (footfall, heatmaps, SOP automation), leveraging CCTV for safety, quality, and theft prevention thus cutting labor and loss costs.

AiMagnifi Technologies, Noida, India   MAY'17 – AUG'19
Co-Founder | B2B SaaS **AI Powered Self-Checkout** Platform

- Identified product-market fit for AI self-checkout via research, paid POCs & user interviews
- Delivered 250+ demos, built pitch decks, and spoke at public events to boost traction
- Received fellowship of INR 500K from U.P's CM Yogi Adityanath under NIDHI-EIR by DST GOI
- Secured grants, crowdfunding, and 2x term sheets totaling $150K
- Part of global startup programs: Y Combinator, SLP, Startup Grind, and more - Pitch Right S2

Newgen Software, Noida, India | EMEA Region   AUG'15 – AUG'17
Software Engineer | B2B **BFSI** - BPM and ECM solutions

- Implemented BPM & ECM solutions for 4 BFSI clients across Bahrain, Nigeria, and Ghana; NCIP Level 1 certified
- Delivered 10+ technical trainings to partners and new teams with a 4.9/5 feedback rating
- Technical stack: Java, JSP, Weblogic, JBoss, Oracle DB, MS SQL, REST APIs, SOAP UI

ADDITIONAL EXPERIENCES

Tattle GTM Project, New York, US | Remote   2 Months
GTM Engineer - Clay x Salesforce x Salesloft | Closed lost & Stalled leads reactivation - Booked 6 meetings, 2 closures

Fl0.com, Australia | Remote   2 Months
GTM Engineer - Clay x Email Bison | Scaled outbound campaigns for an HR tech product in the European region.

Azizi Milan Real Estate Project, Dubai (Middle East) | Remote   3 Months
GTM Engineer - Clay x Instantly x Heyreach | 60K+ emails/ month for lead generation

Cloudkeeper, Noida, India   3 Months
Associate Director - Sales | FinOps Services: Cloud cost optimisation on AWS and GCP

DRDO, New Delhi, India   MAY'14 – JUL'14
Research Intern | Developed routing algorithms for network analysis of geospatial data using Python, PostgreSQL, and QGIS.

EDUCATION

Indian Institute of Management Kozhikode, India   2020 – 2022
MBA, Marketing & Strategy

KIET Group of Institutions, India   2011 – 2015
B.Tech, Computer Science Engineering

CERTIFICATIONS & ACHIEVEMENTS

- **Clay Certified** - CRM Enrichment | Inbound Automation | Outbound Automation   2025
- Introduction to Generative AI (**LLMs**), Google   2023
- Design Thinking and Innovation, **Stanford University**   2022
- **Hubspot** Certified - Sales Enablement, Inbound & Email **| Zoominfo** + Engage Certified   2019 & 2022
- Introduction to Python & R for data science   2017
- AIR-1 in "**B-Plan** Competition" and AIR-5 in "National Entrepreneurship Challenge" at E-Summit, IIT Bombay   2014

SKILLS

B2B SaaS & Sales Leadership
- Sales & Partnerships: B2B SaaS sales, enterprise selling, account management, and consultative sales execution.
- Strategic Growth: International expansion, sales leadership, and ISV partnerships (Microsoft, AWS, Intel).
- Leadership & BD: Business development, startup fundraising, and cross-functional team management.

GTM Strategy & Execution
- RevTech Stack: Clay, n8n, Instantly, HeyReach, HubSpot, Salesforce, Apify, Slack, HTTP APIs & Webhooks.
- GTM & Automation: Go-to-Market strategy, GTM automation, agentic workflows (AI agents), and process design.
- Sales Ops: ICP segmentation, sales forecasting, and funnel optimization to drive conversion efficiency.

Technical Knowledge
- AI & Analytics: GenAI, Voice AI (Whisper, Deepgram), Video Analytics
- Technical Skills: Python, Java, SQL (basic proficiency); REST/SOAP APIs; Oracle & PostgreSQL databases.
- Cloud Exposure: Familiar with AWS and GCP environments for deploying AI and analytics solutions.

ADDITIONAL INFORMATION

- **Volunteering:** NIRBHED Foundation & Those In Need
- Founding member, KIET Entrepreneurship Cell, promoted by TBI KIET DST Government of India (Sep '13 - Jun '15)
- Chapter Director, Startup Grind, Ghaziabad Chapter (Oct '18 - Jan '21)
- Startup Leadership Program, Delhi NCR Chapter (Nov '18 - Apr '20)
- Mentor of Change, Atal Tinkering Labs (Nov '18 - Aug '20)
- Fellow, **Y Combinator Startup School** (Aug - Nov '18)