

LISA ANCHALIA (GTM Engineer | 3x ARR growth | B2B SaaS)

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EDUCATION

Queen's University, Master of Business Administration (MBA) in Marketing & Strategy, Canada; GPA: 4.0 2022
Lady Shri Ram College for Women, University of Delhi, Bachelor of Arts in Economics, India; GPA: 4.0 2013 – 2016

PROFESSIONAL EXPERIENCE

GTM Engineer & RevOps, Leucine (B2B Pharma SaaS platform), Bangalore, India 2023 – Present

- **Warm Outbound:** Multi-channel campaign execution across LinkedIn DMs (HeyReach) and Emails (Instantly), scaling monthly MQLs from 3 to 24 (6x growth)
- **Account-intel Automation:** Designed from scratch signal-based playbooks on Clay tracking job changes, ex-customer moves, leadership promotions, regulatory triggers, expansion, and social media signals, improving SDR productivity by 50%
- **GTM Systems:** Owned end-to-end automation workflows using n8n, CRM, Clay, LLM agents, and webhooks, enabling SDRs to run hyper-personalized warm outbound at scale
- **Deliverability and Infra:** Managed SPF, DMARC, domain warmup, and email infrastructure, keeping Clay lists clean and improving deliverability by 35%
- **LLMs Automation:** Built Content GPT, Marketing GPT, and Research GPT models (prompt libraries + workflows) and SOPs that saved SDRs and GTM Strategist time by 25%
- **Reporting:** Built attribution and reporting dashboards to track 20+ KPIs including MQL velocity, CAC, and campaign ROI across channels
- **Cross-functional GTM:** Drove unified messaging by collaborating across sales, product, and engineering, resulting in 25% faster sales cycles
- **Clay Workflow Video:** <https://www.loom.com/share/c8f9047a02a546c79ce87ac433b1ba1d>

Marketing Consultant, Grail Insights (spin-off of Monitor Group), India 2018 – 2021

- **Analytical:** Conduct in-depth research and analysis on market trends and competitors, to identify growth opportunities and inform decision-making for GoPuff (US-based e-commerce company)
- **Client Management:** Persuaded APAC-based client to implement minimum wage labor Law No. 17 of 2020 by analyzing wage inequities of 40K+ migrant workers; enhancing nation's brand prior to FIFA World Cup 2022
- **Growth-driven:** Expanded existing customer base of US-based leading pharmaceutical company by 100% (from 4M to 8M) by estimating market size of unreported concussions, informing product launch strategy for new drug
- **Team Management:** Led five-member sales team in business development strategies to present 20+ CPG project proposals totaling US\$5M to senior stakeholders, 80% proposals converted into repeated clients
- **Employee Onboarding:** Oversaw training, and onboarding of 100+ employees across China and Philippines, expanding business footprint

Business Analyst, KPMG Global Services (global delivery hub for KPMG member firms), India 2016 – 2018

- **Cross-border Collaboration:** Managed KPMG onsite stakeholders across US, UK, and Singapore to deliver projects worth US\$5M on risk assessment of 500+ entities across 20 countries, facilitating investment decisions
- **Large-scale Project Management:** Assisted world's largest M&A deal in e-commerce industry amounting to US\$16B
- **Training and Team Enablement:** Led training sessions with 20+ employees to handle complex cases of KYC and financial crimes and effectively utilize risk evaluation tools during rush season, enhancing team's performance

ADDITIONAL INFORMATION

- **Tools:** HubSpot | n8n | Clay | AI/LLMs | SQL | Zapier | Instantly | HeyReach | Google Analytics | API Integrations
 - **Skills:** Strategy and Planning, Analytics, Communication, Collaboration, Program Management, GTM Strategy
 - **Hobbies:** Marathon runner (20+ runs), career mentor (25+ students) and mystery shopper (30+ evaluations)
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