

DESAI PIYUSH DHIRUBHAI

GROWTH-DRIVEN GTM ENGINEER

linkedin.com/in/piyush-desai- Clay Community Member

+91 8469302691 piyushdesai204@gmail.com

SUMMARY

Go-To-Market leader with expertise creating and implementing end-to-end GTM strategies in a variety of business settings, including growth, mid-market, and enterprise firms. demonstrated capacity to increase revenue by coordinating customer success, sales, and marketing. strong background in value-based positioning, pricing and packaging, market segmentation, ICP definition, and multi-channel GTM execution (direct sales, partnerships, inbound, outbound, and product-led motions).

CORE COMPETENCIES & TOOLS:

- Pipeline & Forecast Management | CRM (HubSpot, Salesforce) | Deal Qualification & Closing.
 - Outbound Prospecting | Omnichannel outreach to prospects | Cold Calling & Email Campaigns & LinkedIn campaigns | Lead Conversion Optimization | Personalised & Hyper Personalized campaigns.
 - Trending GTM strategy development & Automations.
 - Tools expertises : Clay, Apollo, Heyreach, LinkedHelper, LinkedIn Sales Navigator, Instantly, Snov.IO, Manyreach, Mutiny, Apify, Reoone, CallHippo, Lovable etc...
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WORK EXPERIENCE

CollarUp AI | Sept, 2025 – Present

Founding GTM

- Created and Implemented outreach and sales enablement processes to support early revenue and pipeline development.
- Created inbound leads funnel by implementing Rb2b with CollarUp platform.
- Personalized LinkedIn & Email outreach to ICP.
- HubSpot integration to manage all the leads and created end to end sales cycle.
- Collaborated cross-functionally with product, engineering, and leadership to ensure GTM alignment across launches and iterations.
- Hosted round-tables and happy hours event with the ICP and gave them demo.
- Conducted end-to-end product demos for hiring managers, founders, and HR directors, effectively communicating the product's use cases and value.
- Intent based outreach to prospect to generate the right leads.
- Using Clay, ManyReach, Instantly, Reoon, HeyReach, and LinkedHelper, a fully automated outreach workflow was designed and put into place.
- Increased monthly meeting bookings from 5 to 35+ through optimized outreach workflows and intent-driven targeting.
- By setting up inbox warm-up, verification, and rotation across five different domains, a 100% email delivery rate was attained.
- Without sacrificing deliverability or sender reputation, outbound operations were expanded to 500+ personalized emails per day.

- Communicated with multiple ATS team like GreenHouse, Ashby, Lever etc to integrate CollarUp's platform into their Marketplace.
- Successfully onboarded 11 clients, including 2 enterprise customers, through demos, ATS integrations, and automated GTM workflows.
- Defined, tracked, and optimized key GTM KPIs for CollarUp AI, including demo-to-conversion rate, outbound reply rate, onboarding velocity, and client activation metrics.

Sunrise Technolabs | August, 2024 to August 2025

Chief Sales Officer

- Built and guided a high-performing team of five to identify, pursue, and secure new business opportunities
- Leveraged LinkedIn Sales Navigator for targeted networking and strategic lead generation.
- Implemented and maintained CRM(HubSpot) systems to monitor, analyze, and improve sales operations.
- Applied cold email automation strategies to generate leads and expand outreach effectively.
- Performed in-depth market research and analysis to uncover potential business leads and growth areas.
- Crafted compelling, client-focused proposals that effectively addressed specific business requirements.
- Handled end-to-end client communications, ensuring seamless onboarding and long-term relationship building.
- Led and managed government tender bidding processes, delivering competitive and impactful submissions.
- Directed complete project lifecycles, from initiation to delivery, ensuring alignment with client goals and expectations.
- Utilized advanced sales tools such as Apollo, Clay, SalesHandy, Instantly, ApolloScraper, and Appify to drive lead generation and optimize business development efforts.

Softices | May, 2023 to August 2024

Head of Sales and Business Development

- Led and scaled the sales department, building and managing a high-performing team of 10+ members to consistently achieve revenue targets.
- Defined and executed end-to-end sales strategy, including lead generation, pipeline management, and deal closure processes.
- Increased qualified lead inflow by implementing outbound strategies such as cold email campaigns, LinkedIn outreach, and targeted prospecting.
- Collaborated with marketing and technical teams to align messaging, improve conversion rates, and deliver tailored solutions to clients.
- Established and optimized CRM workflows to track sales performance, forecast revenue, and improve pipeline visibility.
- Mentored and trained the sales team on objection handling, consultative selling, and product positioning, improving overall team productivity.\
- Created detailed and customized proposal documents and RFP responses, aligning technical solutions with client requirements to improve win rates.

- Managed end-to-end client communication, including discovery calls, requirement gathering, follow-ups, and stakeholder relationship management.
- Coordinated closely with development and project teams to ensure smooth project handover, clear scope definition, and timely delivery of client projects.

Duiux Infotech | October, 2021 to April 2023

Cheif Sales Officer

- Owned and executed the overall sales and growth strategy, driving lead generation, pipeline development, and client acquisition.
- Established pricing, proposal, and contract frameworks to improve deal velocity and consistency.
- Manually reaching prospect using Email and LinkedIn.
- Implemented structured CRM and sales reporting practices to track performance, forecasting, and revenue health.
- Collaborated closely with delivery and technical teams to ensure scope clarity, realistic commitments, and successful project execution.

Ebizz Infotech | July, 2016 to July, 2021

Sales Team Lead

- Started as an intern and progressed to a leadership role, eventually managing a team of 8 sales professionals and overseeing daily operations.
- Generated high-quality business leads and opportunities through platforms like Upwork and Freelancer, contributing to consistent project acquisition for a service-based company.
- Handled end-to-end client communication including initial outreach, requirement discussions, follow-ups, and long-term relationship management.
- Gathered and analyzed client requirements for website and application development projects, ensuring alignment with technical teams.
- Prepared detailed proposals, bids, and responses for freelance platforms and direct inquiries, improving conversion rates.
- Coordinated with development and project teams to ensure smooth execution, timely delivery, and client satisfaction.
- Created and managed the company portfolio to effectively showcase capabilities and past work to prospective clients.
- Conducted market research, identified industry trends, and sourced the right decision-makers to strengthen outreach strategies.
- Delivered weekly and monthly reports to management, including sales performance, pipeline status, and revenue forecasting.