

THRILOK ABHISHEK

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Marketing leader with 15+ years of experience in B2B sales and marketing, customer success, and strategy. Proven track record in demand generation, pipeline growth, and global team leadership. Skilled in scaling go-to-market engines, optimizing ROI, and leveraging AI-driven automation to enhance reporting and decision-making. Currently Chief of Staff to the CGO at Publicis Sapient.

Skills

- Demand Generation & Pipeline Growth
- Global Team Leadership & Collaboration
- & ROI Optimization
- CRM Tools & Automation (Salesforce, Pardot, HubSpot)
- Brand & GTM Strategy
- Communication
- B2B Marketing Strategy
- Marketing Budget Management
- Sales & Marketing Alignment
- Analytics & Performance Tracking
- Executive Reporting & Stakeholder
- Change Management & Strategic Execution

Work history

April 2022 - Current

Associate Director

Publicis Sapient, Hyderabad, TG

- Partnered with CGO & CRO to build scalable sales and marketing systems across industry and BD teams.
- Led 17+ multi-channel campaigns generating 29,000+ personalized outbound emails, contributing to **10+ qualified opportunities** and measurable pipeline impact.
- Developed Python-based automation tools for event outreach, increasing prospect coverage by **20%**.
- Spearheaded **Pardot implementation**, streamlining lead processes and reducing response time to under **8 days**.
- Prepared **weekly CGO updates for the CEO and bi-weekly revenue leadership decks**, ensuring pipeline and marketing performance were visible at the highest levels.
- Leveraged **AI and automation tools** to improve reporting cadence, track exceptions, and enhance team performance.
- Recognized as a **culture catalyst** in Hyderabad office; selected for **NextGen Leadership cohort** (30-member global CEO program).
- Acted as trusted advisor on marketing & sales processes, driving efficiency and cross-functional alignment.

June 2021 - April 2022

AVP – Strategy & Business Operations

Hevo Data, Hyderabad, TG

- Built the Customer Success function from scratch (0 → 5 team in six months), taking ownership of all 500+ enterprise customers and ~\$3.5M ARR, while driving retention and adoption at scale.
- Introduced predictive customer health scoring models, improving retention

and upsell opportunities.

- Partnered with product, support, and marketing to drive adoption and customer satisfaction.

July 2018 - June 2021

AVP – Marketing

ekincare, Hyderabad, TG

- Played a **pivotal role in ekincare's growth**, expanding from **35 → 200+ enterprise clients** and **95K → 340K users** in 2 years.
- Owned and optimized a **₹1 Cr (~\$125K) annual marketing budget**, delivering measurable ROI.
- Established and scaled the B2B marketing, engagement, and inside sales teams from scratch to a **12-member org**.
- Achieved a **40% reduction in CPLs** through innovative digital and social campaigns.
- Spearheaded the “Free Telemedicine” COVID campaign, onboarding **600 corporates in 2 months** despite budget cuts.
- Partnered with other HRTech startups to create a **consortium approach to HR audiences**, driving joint go-to-market impact.
- Served as **Product Owner for ekincare's website redesign**, co-designing a platform still in use 5+ years later.
- Consistently rated as “best manager” by team in a high-pressure, fast-growth startup environment.

March 2016 - July 2018

Senior Manager – Sales Transformation Office

HCL Technologies, Noida, UP

- Core member of the Sales Transformation Office, driving **large account management methodology** and digital platforms across HCL.
- Designed and implemented the **Client Partner Program** for top **150 accounts (~65% of revenue)** to improve cross-sell and account penetration.
- Coordinated **3-year strategic account planning (STRAP)**, developing scoring mechanisms to track progress and monitor pipeline health.
- Conducted **account reviews and workshops** with Client Partners and vertical leaders to identify whitespace opportunities.
- Owned **digital sales applications**, leading the design and Agile development of mobile apps and content portals to enable sales teams.
- Collaborated with cross-functional teams (strategy, finance, marketing) to **produce quarterly performance reviews** and track revenue/pipeline KPIs.
- Co-authored a case study “*Making Change Happen – Leveraging the Power of Engagement and Experiential Marketing*” for the Association of Change Management Professionals.

July 2015 - March 2016

Manager, Business Strategy & PMO

HCL Technologies, Noida, UP

- Part of the Lifesciences & Healthcare (LSH) and Public Services (PS) strategy and PMO team, reporting to the Vertical head.
- Supported solutions team in building GTM strategies and target accounts for new offerings and solutions.
- Developed dashboards and analytics to measure and track the top accounts based on metrics like revenue, bookings, funnel and productivity.
- Created a cross-sell model to provide insight on potential whitespaces at the accounts to support sales and increase revenues.
- Promoted from Manager (Strategy & PMO) to Senior Manager (Sales Transformation Office), expanding scope from vertical GTM strategy to enterprise-wide sales transformation and account management for top 150 accounts.

July 2012 - April 2014

Manager, New Applications
SicgilSol India, Chennai, TN

- Started the application business vertical managing 7 solutions with technical assistance from the Italy head office.
- Negotiated a contract order worth 75 lakh for pipeline works at a leading construction and engineering firm, which was also the company's first reference.

July 2010 - July 2012

Senior Executive, Business Development
AirLiquide India, Delhi

- Acquired 5 customers in the aluminum recycling and lead recycling industries, with revenues up to 30 lakh per year.
- Managed 3 project installations at customer site, leading a team of 5 engineers in Delhi and Gujarat.

Education

April 2015

Post Graduate Program in Management in Marketing & Operations
INDIAN SCHOOL OF BUSINESS at Hyderabad, Telangana

- President, Marketing Club, Class of 2015.
- Live Project: Prepared Go-To-Market Strategy to enter the Philippines for Pennar Industries, a secondary steel manufacturer.

January 2010

Bachelor of Engineering (BE), Hons. in Chemical Engineering
BITS, PILANI at Pilani, Rajasthan

- Completed 2 stints of industry projects totaling to 8 months at Manali Petrochemicals (2 months) and Technip S.A. (6 months)
- GPA: 7.7/10

Certifications

- Salesforce Certified Marketing Cloud Account Engagement Specialist

Accomplishments

- **Learning AI and coding (Python and Next.js)**, publishing www.IndianCoffeeBeans.com — a fully automated, AI-driven coffee directory project.
- **Self-taught in LLM technologies**, experimenting with hosting and fine-tuning models locally to explore real-world business applications.

Languages

English



Hindi



Tamil



Telugu



Marathi

