

UJJWAL MISHRA

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Summary

Experienced client-facing professional with 8+ years across GTM, account growth, and customer lifecycle ownership. Consistently secured highest annual performance rating - while managing \$7.5M+ pipeline, account planning, onboarding, solutioning and engaging stakeholders to drive upsell and retention.

WORK EXPERIENCE

Brillio, a Bain Capital Company Bengaluru

Sr. Lead - Customer Success - BrillioOne.ai (a digital transformation platform) May 2020 - Mar 2023

- Developed GTM plans and value narratives for brillioOne.ai, generating \$2.3M+ revenue via strategic account activation
- Positioned Digital Maturity Assessment as a client success hook, generating \$500K+ pipeline via discovery workshops
- Streamlined roadmap discussions using framework to prioritize high-impact features based on client value delivery
- Strengthened Microsoft alliance by showcasing curated demos across 3 partner GTM events unlocking \$230K revenue
- Developed persona-based demo playbook and executed it across sales funnel to improve lead conversion ratio by 30%

Brillio, a Bain Capital Company Bengaluru

Lead - Customer Success - Global Design Studio Apr 2019 - Apr 2020

- Led client solutioning, GTM, account planning, and RFI/RFP/RFQ responses for \$5.5M annual revenue practice
- Positioned ₹500 Cr+ connected homes solution for Honeywell; secured leadership buy-in via strategic workshops
- Led corporate website revamp for Brillio, aligned to CX positioning; earned C-suite recognition for delivery excellence
- Led analyst engagement and positioning efforts, securing Brillio's placement in the Everest Peak Matrix as a contender
- Revived at-risk accounts by conceptualizing CX POVs and prototypes addressing client whitespace opportunities

Coforge (formerly NIIT Technologies Limited) Noida

Sr. Associate - Leadership Program (Customer Success) Mar 2016 – May 2017

- Designed customer personas, journey maps and solution POCs to enhance account engagement and tailor sales pitches
- Drove ideation and solutioning for “Digital Concierge” chatbot offering and showcased it at Investors Meet, 2016

Coforge (formerly NIIT Technologies Limited) Noida

Associate - Leadership Program (Customer Success) May 2015 - Feb 2016

- Institutionalized market-based pricing model globally, aligning rate cards to client needs and long-term account value
- Rolled out gamified priority sales support resulting in increased CRM adoption by 15%, automated CRM friction points

Four Clover Realty Pvt. Ltd. Bengaluru

Advisor - Customer Success Apr 2014 - Jan 2015

- Conceptualized, proposed and launched lead-gen activation strategy yielding 37 qualified leads in a single-day event
- Enabled 20% sales uplift by implementing data-led lifestyle based segmentation through a micro-market fitment matrix

AWARDS & ACHIEVEMENTS

- **Performing the best:** Awarded top performance rating 6 times
- **Performing under pressure:** Executed high-stakes brand revamp; praised by CEO and CMO
- **Analyst recognized thought leader:** Secured top-tier analyst visibility (<https://ceoworld.biz/author/ujjwal-mishra/>)
- **Pushing new ideas:** Honoured by NIIT COO for designing enterprise-wide market-aligned pricing transformation

EDUCATION

Narsee Monjee Institute of Management Studies Bengaluru

P.G.D.M. (Marketing) 2012 - 2014

Yeshwantrao Chavan College of Engineering Nagpur

B.E (Electronics & Telecommunications) 2008 - 2012

Others

Skills: Strategic Account Management | Customer Engagement & Retention | Customer Onboarding & Product Adoption | Upselling & Cross-selling | Renewal Management & Negotiation | Stakeholder Management & Relationship Building | Program management | Sales Strategy & Account Planning | Solutioning & Consultative Selling | B2B SaaS

Certification: Digital Transformation Practitioner (University of Virginia & BCG)

Strengths: Perseverance, Analytical mindset, Attention to detail

Hobbies: CrossFit, Motorcycle Touring, Stand-up Comedy Enthusiast