ADITYA PULACHERY

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EDUCATION

GEORGETOWN UNIVERSITY, McDonough School of Business   **Washington, DC**
Master of Business Administration – STEM Designation, Management Science Major   *May 2025*
- 3.75/4; Dean's List Fall 2023(Top 10% of class); Forté Fellow
- Consulting Club, Technology Club, Marketing Club; Ally for Women in Business

NATIONAL INSTITUTE OF TECHNOLOGY CALICUT   **Calicut, India**
Bachelor of Technology, Chemical Engineering   *June 2015*
- Secretary, Quiz Club: Organized national-level quiz competitions for an audience base of 10,000; liaised with multiple corporate firms and alumni to raise sponsorship funds worth $12K
- Finalist (5/25), University Startup Pitch: Pitched a B2B networking platform to connect customers with vendors

EXPERIENCE

ADOBE   **San Jose, CA**
                    May 2024 – August 2024

MBA Intern, Marketing
- Devised strategies for sales and marketing to nurture enterprise customers who are not active buyers; formulated and tested hypotheses across 20 stakeholder interviews and internal datasets; performed competitive benchmarking
- Collaborated with data science to build a GenAI model to identify factors influencing a B2B deal closure; carried out win/loss analysis of 800+ sales opportunities to discern customer-facing initiatives that can be executed at scale

SALESFORCE   **Bengaluru, India**
                    August 2019 – July 2023

Account Executive, India Territory, August 2022 – July 2023
- Transformed customer experience with personalized marketing, connected point of sales, scalable e-commerce, and contextualized customer support for a global CPG leader, achieving savings of $11M and 15% YoY growth
- Drove startup program on behalf of India leadership; built business models to gauge success probability and analyzed vital market trends; positioned Salesforce as startups' technology partner; instrumental in onboarding 50 startups
- Partnered with clients to co-create digital transformations for accounts across retail, CPG, technology, fintech; developed growth and customer strategies for client's C-suite. Ranked among top 1% of sales reps globally in FY'23

Account Executive, February 2021 – July 2022
- Devised an omnichannel shopping experience entailing cross-channel engagement, e-commerce personalization, self-learning customer support chatbots, and a customer loyalty program for a retail leader to amplify online sales by 3x
- Identified challenges in onboarding SMBs/startups based on 35 customer interviews and competitive benchmarking; submitted a report on market insights to Salesforce leadership and contributed to Salesforce India's 10x growth plan

Business Development Representative, August 2019 – January 2021
- Led multiple projects focused on customer success initiatives, enhancing client satisfaction by 21% and renewal rates by 14%; drove collaboration between sales and customer success teams to accelerate time-to-value for customers

STANDAV CORP, A BRILLIO COMPANY, BAIN CAPITAL PORTFOLIO   **Bengaluru, India**
Sales Consultant   *April 2017 – August 2019*
- Headed the inside sales team in new client acquisition and business development; deepened the relationship with Salesforce.com via joint-marketing events and co-selling engagements; added 2 Fortune 500 clients to the clientele
- Implemented a robust analytics framework - account engagement analysis reports, lead scoring for the ad sales team of a social media leader, enhancing lead volume by 8%, average deal size by 17%, and opportunity win rate by 12%

LATENTVIEW ANALYTICS, MICROSOFT PARTNER   **Chennai, India**
Analyst   *November 2015 – March 2017*
- Analyzed social media to identify customer perceptions, consumption drivers, and essential micro-occasions of a Fortune 500 CPG leader brand, optimizing marketing spend by 7% and influencing increase in sales by 4%

DISTINCTIONS

Achievement: Completed 'Accelerate,' a 12-month-long training for prospective leaders chosen by Salesforce globally
Leadership: Chosen to be the Co-lead for developing channel business envisaged to onboard SMBs on Salesforce
Interests: Public speaking, screenwriting, acting in theatrical dramas, yoga, meditation, and long-distance running
Technology: Salesforce, Tableau, SQL, Excel, PowerPoint