



AGRESH SHRIVASTAVA

Revenue & Growth Strategist

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Data-driven and result-oriented **Business Growth Professional** with **9+ years of experience** across **Enterprise and midmarket segments** at different scales and geographies in fast-paced startups. While wearing multiple hats at a time in diverse sectors like **B2B SaaS, EdTech, Interior Decor & E-commerce**, I've developed a high level of business acumen, built large revenue teams, robust systems & processes to **successfully drive key business metrics & customer success**.

EDUCATION

IIT Roorkee B. Tech.

2010 – 2015

- Co-founder | Bloomigo - EdTech Startup
- Founder | Welfare group for Anushruti (NGO for the deaf)
- Research Associate | EIA-FR - Switzerland
- Member | EDC & NSS

SKILLS

- Leadership Acumen
- Business Growth
- PnL Management
- GTM Strategy
- Customer Success
- B2B Enterprise Sales
- AoP & Budgeting
- PLG Strategy
- A/B Testing
- PMF Journey (0-1)
- Process Excellence
- Tech Savviness
- Pricing Strategy
- Data Analysis
- Cross-function
- Product Management

CERTIFICATES



Aha! Product Management Professional Certificate



Technical Product Management

PROFESSIONAL EXPERIENCE

Appbrev | Growth & Strategy

02/2024 - 06/2024

- Owned **new revenue generation** for India, Europe and the US geography: **adding \$100K-\$120K ARR** MoM with an AoV of \$1000 from growing **D2C brands** based on Shopify
- Built a predictable GTM motion (90% outbound) by **streamlining processes** in the sales playbook from prospecting to closing deals, **hired & trained** the growth & product teams
- Established **strategic partnerships** to accelerate both revenue growth & product evolution

SuperAGI & Contlo | Director - Business

07/2022 - 02/2024

- Owned **PnL, Growth, RevenueOps and Partnerships** with a **team of 20+** to scale to 300+ brands & 30+ strategic partners while achieving a remarkable **20-25% MoM** revenue increase to surpass the **\$ 1.5 Million ARR** milestone within 9 months.
- Spearheaded customer success team** to improve **NRR > 122% & NPS to 68** from 43 by optimizing customer health score & onboarding TAT to 1 day. Earned 25+ G2 badges by gaining reviews & referrals, conducting QBRs & **directly managing enterprise accounts**
- 0-1 journey**: Built and grew **CPaaS category** vertical to **\$500K+ ARR** in just 3 months, to achieve PMF working cross-functionally with engineering & product teams
- Implemented **usage-based pricing** to triple PLG & streamlined the cash collection process

Unacademy | Category Head

09/2020 - 03/2022

- Owned **PnL, Growth, Value Offerings**, Operations & NPS for the IIT-JEE category (UA Plus & 45+ YT channels) doing **MRR of 11 crores**, maintaining positive gross margin
- Led GTM strategy** with a 13-member team that **grew NAU by 15-18% MoM** for UA Plus subscription via special live classes/ quizzes, UPL, UA Combat, etc.
- On-boarded **80+ educators**, **20+ influencers** with consistent educator NPS of 85+
- Program managed a **Learner Success team** for IIT-JEE & NEET-UG, **performed cohort analysis** on 5K+ classes & 50K+ learners, resolved product & content issues, thus **improving learner experience & NPS to 92** from 68 in just 3 months

Homelane | Business Head - Delivery

03/2018 - 09/2020

- Owned PnL, Revenue (post-sales), Operations, Delivery (45-days), Quality, and Customer Experience (Design & Install NPS) for **HL's 2nd largest BU** with an **MRR of 4.2 Crores**
- Led a team of 150+** stakeholders, built a strong sales pipeline, systems, and processes to successfully **deliver 850+ homes** under the 45-day promise and NPS > 70
- Product Management**: Revamped & standardized the entire product catalogue & purchase flow that **increased sales by 35%** & reduced design TAT to 30 days from 50 days
- Cross-functionally** drove various initiatives to **optimize SOPs** like Handover ceremony & Mission-35 that **improved Final NPS** to 72 from 35 & reduced customer escalation by 60%

Pitaaraa | CEO & Founder

03/2015 - 03/2018

- Built an **e-commerce D2C brand** for handcrafted eco-friendly products in the Home & Furniture and Fashion industry, from scratch to an **annual GMV of 1.2 crores** with an AOV of 600 across a diversified catalogue of **250+ SKUs** across **6 categories**
- Led a team of 20+** to set up and **streamline SOPs across functions** viz. Supply Chain, Marketing, Sales, Order Fulfilment (globally), CRO, Customer Success & Data Analytics
- Executed O2O sales** model during the festive season, gained huge customer traction on the website while reducing CAC to half and **increasing conversion rate by 300%**