

**Sameer Katkade**

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## **Professional Summary**

- Over **10 years** of proven success in **Customer Success**, driving a **30% increase** in customer retention rates.
- MBA graduate from a **top Australian university**, equipped with strategic leadership skills and business acumen.
- Led cross-functional teams to **deliver innovative solutions**, resulting in a **25% improvement** in customer satisfaction scores.
- Established and nurtured relationships with key stakeholders, leading to a **40% increase** in upsell opportunities
- Demonstrated expertise in implementing scalable processes, reducing **onboarding time by 50%** and increasing operational efficiency.

## **Skills**

Customer Relationship Management (CRM)

Customer Retention

Data Analysis

Team Management

Product Adoption

Account Management

Cross-functional Collaboration

Microsoft Office

Leadership

SaaS

## **Work Experience**

**Sekel Tech: Hyperlocal Product based SaaS platform**

**November 2022 till date**

**Customer Success Manager**

- Orchestrated a **20% annual revenue** increase through strategic client development initiatives.
- Implemented weekly performance evaluations and business reviews resulting in a notable **15% enhancement** in SMB & mid market.
- Aligned **loyalty strategies** with client goals, boosting program effectiveness.
- Spearheaded operational enhancements leading to a **25% decrease in customer complaints**.
- Amplified cross-sell revenue streams by an **impressive 30%**.
- Achieved a notable 20% reduction in root cause analysis (RCA) instances through proactive customer success strategies, leveraging Google's data analytics tools and robust project management techniques.
- Optimized product features, resulting in exceeding targets by **15%**.
- Drove a remarkable **25% rise** in platform adoption rates through targeted upselling initiatives.
- Analyzed weekly performance marketing reports to uncover actionable insights, driving a 15% reduction in churn rate and increasing customer retention by 10%.
- Consulted Retail e-commerce client to develop data analytics dashboard that increased conversion by 15%
- Analyzed customer accounts data to identify upsell opportunities, leading to a 15% increase in average order value and a 10% rise in repeat purchase rates.
- Assisted development team to launch a computing-based predictive virtualization analytics tool that improved customer targeting accuracy by 25%, driving a 15% increase in sales conversions.

**Easebuzz: A payments solution platform**  
**Senior BDM**

**Oct 2021 - May 2022**

- Boosted customer satisfaction by crafting tailored solutions, leading to a **25% increase**.
- Enhanced onboarding for new clients, resulting in a **30% improvement** in success metrics.
- Achieved a **15% revenue growth** through adept **upselling** and **cross-selling**.
- Ensured seamless transition to our services, meeting **customer needs**.
- Fostered **trust and satisfaction**, resolving issues promptly for client retention.
- Analyzed metrics to enhance program performance and engagement.

**Netcore Cloud**  
**Assistant Manager- Sales**

**April 2021- Sep 2021**

- Drove **50% growth** in the **MEA market** through strategic solution positioning.
- Devised and launched a marketing strategy that reduced customer churn by 20%, leveraging personalized email campaigns and customer feedback loops.
- Boosted **revenue** by **25%** via **account management**, **upselling**, and **cross-selling**.
- Conducted **30+** successful product **demos**, improving conversion rates.
- Achieved a **75%** close rate for **ABM leads** through targeted campaigns.
- Enhanced data accuracy and team efficiency by **10%** through **Salesforce CRM**.

**Previous experiences:**

1. **Paytm:** Key Account Manager: April 2019- Oct 2019
2. **Lodha Group:** Associate Manager: April 2015 - Jun 2016
3. **Saud Bahwan Group:** Sr. Sales Consultant: Jan 2013 - Dec 2014
4. **DSK Motors:** Sr. Sales Officer: June 2009 - Nov 2012

**Certifications:**

- Customer Success Manager: Fundamentals to your CSM career
- Engagement Preparation Best Practices for Customer Success Management
- Onboarding and Adoption Best Practices for Customer Success Management
- Digital Transformation and Industry 4.0
- Microsoft Excel – Excel from Beginner to Advanced 2022
- Diploma in Microsoft PowerPoint 2019

**Achievements:**

- Authored impactful articles titled "**AI in the Sky, Ensuring Customer Success Flies High**" generating over **30,000+** impressions on LinkedIn.
- Initiated the informative "**Did You Know**" Series on Customer Success, contributing valuable insights and knowledge to the LinkedIn community.
- Fostered a culture of collaboration and learning through **active participation** and resource sharing, fostering professional growth on the LinkedIn platform.

**Education:**

1. **MBA- Marketing:** University of Technology Sydney: 2016-2018
2. **PDBM:** Wigan and Leigh College: 2010-2012
3. **BBA:** Ness Wadia College of Commerce: 2006-2009