

PHANEENDRA BOOSALA

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EDUCATION

GEORGETOWN UNIVERSITY, McDonough School of Business
Master of Business Administration – STEM Designation

Washington, DC
May 2025

- Vice President of Analytics, Marketing, and Net Impact Clubs; President of Wine Club.
- Selected as a top-10 student from 800 applicants to work on three projects assisting small businesses in DC area.

OSMANIA UNIVERSITY
Bachelor of Science | Statistics, Computer Science, and Mathematics

Hyderabad, India
April 2016

EXPERIENCE

SYNOPTIC DATA – *Bootstrapped weather data company*
Sales Intern

Washington, DC
June 2024 - August 2024

- **Market Expansion:** Expanded to two international markets by securing partnerships with governments and commercial agencies, positioning weather data solutions as tools to improve decision-making.
- **Customer Acquisition:** Increased market penetration by securing contracts with six U.S. counties through targeted outreach, tailored product demos, and flexible subscription payment options, resulting in \$100K in recurring revenue.
- **Churn Reduction:** Reduced churn by 10% by partnering with customer success team to improve how we handled renewals, spotted upsell opportunities, and followed up with at-risk customers by creating email and call cadences.
- **Sales Planning:** Led sales planning by setting acquisition targets for key industries and prioritizing 20 strategic accounts; collaborated with marketing team to set roadmap for targeted campaigns, increasing qualified leads by 20% in 3 months.

ADAPT IDEATIONS – *Asset tracking and data monitoring company with \$20M in revenue*
Market Research Analyst

Hyderabad, India
May 2022 - May 2023

- **GTM Strategy:** Identified \$200M business opportunity and presented go-to-market case to C-suite for expanding to 5 countries by analyzing competitors, surveying 300 consumers, and running campaigns to find target consumers.
- **Customer Satisfaction:** Improved customer experience by finding issues from 800+ support tickets and customer feedback from 300 surveys. Collaborated with product team to fix issues, leading to 20% fewer complaints.
- **Deal Renewals:** Grew renewal process by 10% by segmenting existing customers by deal size, tracking renewal dates, and collaborating with sales and product teams to start follow-ups early and fix issues on time.
- **Team Leadership:** Researched product adoption patterns and feature preferences from 500+ users; shared insights with marketing and product teams for implementation, resulting in 20% increase in demo requests in one year.

MORDOR INTELLIGENCE – *Market research and consulting company*

Hyderabad, India
July 2018 - April 2022

Market Research Associate, May 2021 - April 2022

- **Competitor Analysis:** Analyzed 15+ competitors for SaaS clients by looking at pricing, features, and market presence; shared insights with internal teams to support product planning and guide upcoming feature rollouts.
- **Product Launch Strategy:** Enabled decision-making worth \$10M in product launches by communicating insights on competitor features, market trends, and customer pain points to key stakeholders at enterprise software companies.
- **Competitive Intelligence:** Grew subscription growth by 5% for regional media clients by analyzing subscriber trends, ad revenue models, and recommending growth strategies based on consumer willingness to pay.

Commercial Account Executive, July 2018 - April 2021

- **B2B Sales Growth:** Exceeded quarterly sales quotas by 20% for three quarters, closing \$180K+ in new business by selling customized market research solutions to mid-market and enterprise clients across the U.S. and Canada.
- **Account Management:** Managed portfolio of 40 tech companies in North America by finding untapped markets, improving sales messaging, and providing customized solutions, resulting in \$500K in revenue in 2 years.
- **Sales Conversion:** Increased demo-to-close rate by 25% in 10 months by tailoring demos for enterprise clients, prioritizing high-fit prospects using insights from discovery calls to highlight main features and address objections.

WRIG NANOSYSTEMS – *Med-tech startup*
Regional Account Executive

Hyderabad, India
January 2018 - June 2018

- **Channel Partnerships:** Grew product reach by 50% in 5 months across 30 districts in two states by partnering with 5 regional distributors and building a vendor network of 30 local partners.

DISTINCTIONS

Community: Consulted for three DC area small businesses by helping them with market expansion and business development plans.

Involvement: Directed a theatrical play with a cast of 15 members and conducted 4 stage shows.

Skills: R, Excel, VBA, A/B Testing, Google Analytics, HubSpot, and Salesforce.