

# Shivani Saluja | Product Marketing | Vertical GTM & Client Solutions

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## EDUCATION

**MBA, Strategy & Transformation, Imperial College London (UK)**

**Aug 2024 - Aug 2025**

**BSc Chemistry, Hindu College (India)**

**Jul 2015 - Jul 2018**

## WORK EXPERIENCE

**Strategy MBA Intern, HeyAlpha, London (UK)- On Site**

**Jul 2025 - Oct 2025**

*Conversational AI automating enterprise workflows*

- Led UK and Middle East market entry with vertical-first approach for Hospitality and Retail sectors
- Benchmarked 15+ competitors; built ROI frameworks and GTM playbooks validated against pilot data
- Partnered with Founder and Product to translate AI capabilities into clear customer use cases

**Product Marketing Manager at GreyOrange, Atlanta (US)- Hybrid**

**Aug 2022 - Aug 2024**

*AI-powered B2B SaaS platform for warehouse automation and autonomous mobile robots (HQ: Atlanta)*

- Drove 68% ARR growth and £20M+ pipeline by owning positioning and vertical-first GTM strategy for AI-driven automation products serving logistics, fashion and retail enterprise clients
- Led product launch delivering 45% pipeline growth via competitive positioning and sales enablement across 40+ member team
- Refined segmentation and targeting strategies, leading to 60% lift in qualified opportunities from campaigns
- Reduced sales cycles 30% through structured enablement, battlecards, and feedback from win loss program
- Conducted 100+ customer interviews; synthesized market insights to influence roadmap and account planning
- Closed two strategic partnerships with system integrators, aligning messaging for joint enterprise opportunities

**Associate Product Marketing Manager at Graphy, (US)- Remote**

**Mar 2021 - Jul 2022**

*LMS platform helping educators scale content and monetization*

- Led localized GTM strategy for 3 international markets, growing customer base 25% through vertical-specific messaging and positioning
- Generated 5K+ SQLs/month and increased GMV 40% through campaigns and targeted client communications
- Lifted retention to 94% by redesigning onboarding and upskilling customer success team

**Growth Strategy at Times Internet, Noida (India)- On Site**

**Feb 2019 - Feb 2021**

*India's largest digital media and technology platform (150M+ daily active users)*

- Launched 3 monetizable content IPs: 50%+ profitability lift, 20% engagement increase
- Grew content subscription base 6x through strategic partnerships and conversion optimization
- Secured £600K+ in sponsorships through strategic account development

## TOOLS & SKILLS

- **Product Marketing:** Vertical GTM Strategy, B2B Product Marketing, Client Engagement, Sales Enablement, Competitive Intelligence, Product Adoption, Stakeholder Management, Data-Driven Storytelling
- **Analytics:** SQL, Tableau, Salesforce, HubSpot, Google Analytics
- **Tech Domains:** Warehouse automation (WES/WMS), conversational AI, Gen AI tools (LangChain, n8n)

## ACHIEVEMENTS

- GreyOrange: Award for customer voice program; represented at MODEX generating £20M+ pipeline
- Times Internet: Innovation Award for mental health content vertical generating £100K+ revenue
- Imperial College: Won Innovation Challenge and regionals of VCIC, Head of External Relations (Tech Club)