Shivani Saluja | Product & Marketing Manager

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WORK EXPERIENCE

Strategy Intern, Founder's Office at HeyAlpha, London (UK)   Jul 2025 - Sep 2025
Conversational AI agent to automate consumer-facing workflows
- Supported 8 pilot deployments across hotels and hospitals by creating sales materials
- Benchmarked 15+ conversational AI companies to shape product positioning and feature priorities
- Built ROI frameworks and GTM for UK & Middle East expansion using pilot feedback

Product & Marketing Manager at GreyOrange, Atlanta (US)   Aug 2022 - Aug 2024
Global provider of warehouse robotics and AI-powered automation (HQ: Atlanta)
- 68% ARR growth co-owning two warehouse automation products from concept to deployment
- 45% pipeline increase by building AI-powered ROI calculators and competitive analysis tools for 20+ deals
- 30% faster sales cycles through win-loss analysis program and data-driven product positioning
- 35% qualified pipeline boost via 150+ prospect calls and target account research
- 45% SAO boost via demand generation optimization and A/B testing

Growth Manager at Graphy, Bengaluru (India)   Mar 2021 - Jul 2022
Creator-focused LMS helping educators scale content and monetization
- Scaled into 3 new markets, growing customer base by 25% with localized GTM strategies
- Generated 5K+ SQLs monthly, increasing GMV by 40% through data-driven campaign
- Lifted retention to 94% by leading and training customer success team

Brand Strategist at Times Internet, Noida (India)   Feb 2019 - Feb 2021
India's largest digital media and technology platform
- Launched 3 monetizable IPs, driving 50%+ profitability and 20% higher engagement
- Grew ETPrime subscriber base 6x through partnerships & campaigns
- Secured £600K+ sponsorships from top brands, surpassing targets

EDUCATION

MBA, Strategy & Transformation, Imperial Business School (London)   Aug 2024 - Aug 2025

BSc Chemistry, Hindu College (Delhi)   Jul 2015 - Jul 2018

ACHIEVEMENTS
- Represented GreyOrange at MODEX (global supply chain event), contributing to £20M+ pipeline from 15+ enterprise leads
- Won Imperial Innovation Challenge with a data-driven sepsis diagnosis solution
- 1st place, Imperial VCIC: led diligence, valuations, & term-sheet negotiations
- Elected as Head of External Relations, Imperial Tech Club: secured industry speakers & partnerships
- Awarded Innovation Award (Times Internet): launched mental health program, £100K+ revenue

TOOLS & SKILLS
- **AI & New-Age Tools**: Conversational AI, Warehouse Robotics Software, Generative AI (Google AI Studio, Lovable, Gamma, Manus, Genspark)
- **Product:** 0-to-1 product development, Roadmapping, Competitive Analysis, GTM, User Research, A/B testing, HubSpot
- **Data & Analytics:** SQL, Tableau, Agile, Scrum, Salesforce, Google Analytics, Microsoft Suite