Shivani Saluja | Product Marketing Manager

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WORK EXPERIENCE

Strategy MBA Intern, Founder's Office at HeyAlpha, London (UK)- On Site   **Jul 2025 - Sep 2025**

Conversational AI to automate enterprise workflows
- Drove GTM and product positioning for 8+ B2B pilot deployments across enterprise accounts
- Benchmarked 15+ conversational AI companies, delivering competitive insights and commercial forecasts for roadmap planning
- Built ROI frameworks and GTM strategies for UK and Middle East expansion using pilot feedback

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 through strategic product positioning and messaging for our product portfolio
- Led product launch for intralogistics portfolio, increasing pipeline 45% through competitive positioning, cross-functional GTM execution, and sales enablement for a 40+ member team
- Shortened sales cycles 30% initiating weekly sales enablement program and win-loss analysis loop
- Drove technical discovery and solution design on enterprise deals, supporting $20M+ in closed pipeline
- Partnered with demand gen to optimize product messaging, increasing SAOs by 45%.

Associate Product Marketing Manager at Graphy, (US/EMEA/Global)- Remote   **Mar 2021 - Jul 2022**

LMS platform 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 campaigns
- Lifted retention to 94% by leading and training customer success team

Product Marketing Officer 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 IPs, driving 50%+ profitability and 20% higher engagement
- Grew ETPrime subscriber base 6x through partnerships, campaigns, and conversion optimization
- Secured £600K+ sponsorships from account partnerships, surpassing targets

EDUCATION

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

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

ACHIEVEMENTS

- GreyOrange: Award for launching 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, shortlisted for regionals of VCIC, Head of External Relations (Tech Club)

TOOLS & SKILLS

- **Robotics & AI:** WES, WMS, Conversational AI, Gen AI (n8n, Manus, Genspark, LangChain, Lovable etc)
- **Product Marketing:** GTM, Product Launches & Positioning, Competitive Intelligence, Sales Enablement
- **Analytics:** HubSpot, Salesforce, SQL, Tableau, Google Analytics, DevOps Workflows, Microsoft Suite