

# Shivani Saluja | Senior 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 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)

- Led multi-product GTM, driving 68% ARR growth through positioning and cross-functional execution
- Successfully launched 3 products increasing pipeline 45% via competitive positioning and enablement
- Enabled 40+ sales organization shortening cycles 30% through weekly programs and win-loss analysis
- Drove technical discovery and solution design on enterprise deals, supporting \$20M+ in closed pipeline
- Achieved 45% SAO increase through demand generation optimization and A/B testing for campaigns
- Cultivated strategic partnerships with 4 leading firms, growing product adoption by 20% in targeted segments

### **Associate Product Marketing Manager at Graphy, (US/EMEA/Global)- Remote**

**Mar 2021 - Jul 2022**

B2 SaaS; LMS platform helping educators scale content and monetization

- Owned GTM for 3 new market launches, growing customer base 25% through localized positioning and messaging
- Created product collateral, sales enablement materials, and competitive positioning that drove 40% GMV increase
- Led 3-person customer success team to 94% user retention through coaching, onboarding optimization, and retention campaigns

### **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)

- Scaled ETPrime content subscription by 6x for Econoimctimes.com app through multi-channel acquisition campaigns, conversion optimization, and and targeted audience strategies
- Achieved 20% mobile app engagement lift through partnerships, campaigns, and funnel optimization
- Launched 3 product features driving 50%+ profitability through data-driven go-to-market execution
- Secured £600K+ for econoimctimes.com in revenue through brand sponsorships

## 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 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, 1st place VCIC, Head of External Relations (Tech Club)

## TOOLS & SKILLS

- **Product Marketing:** GTM Strategy & Execution, Product Launches & Positioning. Competitive Intelligence & Battlecards, Sales Enablement, Technical Solution Marketing. Win-Loss Analysis, Customer Voice Programs
- **Digital Marketing:** User Acquisition, Retention Strategy, Performance Campaigns, Conversion Optimization, A/B Testing, Audience Segmentation
- **Analytics:** HubSpot, Salesforce, SQL, Tableau, Google Analytics, DevOps Workflows, Microsoft Suite
- **Tools:** Gen AI, Marketing Automation, No-code platforms