

Shivani Saluja | Senior Product Marketing Manager | B2B SaaS

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WORK EXPERIENCE

Strategy Intern, Founder's Office at HeyAlpha, London (UK)

Jul 2025 - Sep 2025

B2B SaaS 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)

Aug 2022 - Aug 2024

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

- Drove 68% ARR growth through strategic product positioning and messaging for two B2B SaaS products
- Led product launch for intralogistics portfolio, increasing pipeline 45% through competitive positioning, cross-functional GTM execution, and sales enablement
- 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
- 45% SAO boost via demand generation optimization and A/B testing

Growth Manager at Graphy, Bengaluru (India)

Mar 2021 - Jul 2022

B2B SaaS 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 campaigns
- 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 and campaigns
- 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

- 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, and term-sheet negotiations
- Elected as Head of External Relations, Imperial Tech Club: secured industry speakers and partnerships
- Awarded Innovation Award (Times Internet): launched mental health program, £100K+ revenue

TOOLS & SKILLS

- **Robotics & AI:** WES, WMS, Conversational AI, Generative AI tools
- **Product Marketing:** GTM Strategy, Product Launches, Product Positioning, Competitive Intelligence, Sales Enablement, Portfolio Messaging, Market Research
- **Analytics:** HubSpot, Salesforce, SQL, Tableau, Google Analytics, DevOps Workflows, Microsoft Suite