

Shivani Saluja | Product Marketing Manager

London Based | +44 7526685515 | shivani1997hcs@gmail.com | [LinkedIn](#) | shivanisaluja.com

WORK EXPERIENCE

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

Jul 2025 - Sep 2025

Conversational AI automating enterprise workflows

- Sized UK and Middle East market opportunity; recommended regional entry sequencing
- Partnered with founder and product teams to turn AI capabilities into clear customer use cases and value stories
- Benchmarked 15+ competitors on product, pricing, and positioning to inform roadmap
- Built ROI frameworks and GTM playbooks validated against pilot data

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 by leading positioning and GTM for AI-driven warehouse automation products used by enterprise customers
- Built sales enablement assets (decks, battlecards, ROI tools) used across enterprise deals
- Supported large RFPs and proposals by shaping messaging, differentiation, and proof points
- Synthesised 100+ customer interviews to influence roadmap and improve deal conversion
- Led product launch for intralogistics portfolio: 45% pipeline growth via competitive positioning and sales enablement for a 40+ member team
- Cut sales cycles 30% through structured enablement and win-loss analysis
- Refined segmentation and ABM with demand gen; lifted qualified opportunities 60%
- Closed two strategic partnerships with system integrators (e.g., Envista), aligning messaging and solution narratives for joint enterprise opportunities

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

Mar 2021 - Jul 2022

LMS platform helping educators scale content and monetization

- Worked on early user acquisition and product narratives in a fast-scaling edtech environment
- Expanded into 3 markets with localised GTM; grew customer base 25%
- Generated 5K+ SQLs/month; increased GMV 40% through data-driven campaigns
- Lifted retention to 94% by redesigning onboarding and upskilling CS team

Growth Associate 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 monetisable IPs: 50%+ profitability lift, 20% engagement increase
- Grew ETPrime subscribers 6x through partnerships and conversion optimisation
- Secured £600K+ sponsorships, exceeding targets via strategic account development

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, shortlisted for regionals of VCIC, Head of External Relations (Tech Club)

TOOLS & SKILLS

- **Commercial Strategy:** GTM, market sizing, competitive intelligence, product positioning, sales enablement
- **Analytics:** SQL, Tableau, Salesforce, HubSpot, Google Analytics
- **Tech Domains:** Warehouse automation (WES/WMS), conversational AI, Gen AI tools (LangChain, n8n)

INTERESTS

- Travel and documentary storytelling. Long-term interest in building a venture in the clean nutrition space