

Shivani Saluja | Product Marketing Manager

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WORK EXPERIENCE

Strategy MBA Intern, HeyAlpha, London (UK)- On Site	Jul 2025 - Sep 2025
Conversational AI automating enterprise workflows	
<ul style="list-style-type: none">• 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)	
<ul style="list-style-type: none">• 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	
<ul style="list-style-type: none">• 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)	
<ul style="list-style-type: none">• 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