

Siddarth VG

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EXPERIENCE

• Senior Solution Engineer - Mid-market & Enterprise (Presales)

(Freshworks (Formerly Freshdesk), Chennai)

(01/08/22 - PRESENT)

- Demonstrated the value of the Freshsales and Freshmarketer CRM by providing tailor-made product walkthroughs which lead to successful closures.
- Efficiently handled accounts with longer deal cycle along with creation of customised proof of concepts.
- Collaborated and closely worked with the product team on the road maps and regularly discussed on the product asks and different usecases which we receive.
- Conducted training session for the region wide teams on the new product upgrades and updates.
- Responsible for training and mentoring the new members of the Presales and sales teams in CRM to ensure their readiness to Go-live.
- Initiated the idea and successfully created a CRM community to collaborate with the other presales employees to support each other and share the knowledge each of us have gained.
- **Region Handled:** India

• Senior Product Consultant - SMB (Presales)

(Freshworks (Formerly Freshdesk), Chennai)

(05/08/19 - 31/07/22)

- Conducted product demonstrations (CRM) and effectively influenced the successful closure of 380+ deals.
- Closely work with the Sales team to identify the business opportunities, customer technical objections and conversion of prospects into customers.
- Delivered the Freshworks value proposition through Product demonstration, proof of concept and RFI/RFP/RFQ response documents.
- Analysis of complex workflows with in-depth examination of CRM and customer's infrastructure compatibility.
- On-boarded customers, assisted them in implementing the tool which included data migration, integration using APIs, etc. and also trained all the product champions.
- Collaborated with the Product management team to present the product updates and roadmaps along with feature feedback and requests.
- Responsible for training and mentoring the new members of the Presales and sales teams in CRM to ensure their readiness to Go-live.
- Represented the product team for the email related issues raised by the customers and was part of multiple other internal initiatives.
- Hosted Webinars for AWS customers to educate customers on CRM capabilities.
- **Region Handled:** US & India

• Sales Development Executive

(Freshworks (Formerly Freshdesk), Chennai)

(05/02/18 - 04/08/19)

- Accountable for engaging with all prospective customers reaching out for CRM within the SLA definition.
- Identify needs of the prospect, provide solutions and understand if there are immediate opportunities available for sales engagement.
- Maintain accurate records of prospect data in the CRM with data hygiene.
- Attained all monthly qualified lead objectives and quotas through the conversion of generated leads.

- **Marketing Intern**

(Indian Institute of Management, Lucknow)

(05/06/17 - 01/07/17)

- Selected for a remote 4 week Marketing Management Internship under Prof. Sameer Mathur (IIM LUCKNOW). Learned basics of Marketing management and analyzed Harvard Business School cases.

AWARDS

- Culture Champion Q2'2021.
- Chief Closer Q3'2020.
- Chief Closer H1'2020.
- Long Service Award for successfully completing 3 years and 5 years at Freshworks.

ACADEMIC DETAILS

Education	University	Institute
Bachelor of Engineering <i>(Computer Science and Engineering)</i>	Anna University	St Joseph's Institute of Technology

CERTIFICATIONS

- Presenting Technical Information with Stories.
- John Barrows Sales Training.