

ARJUN MEHTA

Growth & GTM Strategy Leader | Sales & Revenue Operations

+91 98765 43210 | arjun.mehta@email.com | linkedin.com/in/arjunmehta | Bengaluru, India

PROFESSIONAL SUMMARY

Results-driven growth and GTM professional with **5+ years of experience** driving revenue, building scalable go-to-market engines, and leading high-performing sales teams in B2B SaaS and enterprise technology. IIM Bangalore alumnus with a strong foundation in data-driven strategy, market expansion, and cross-functional leadership. Proven track record of achieving 2–3x pipeline growth and consistently exceeding revenue targets.

PROFESSIONAL EXPERIENCE

Zeta Suite Technologies, Bengaluru

Head of Growth & GTM Strategy | Jan 2023 – Present

- Spearheaded end-to-end GTM strategy for 3 product lines, resulting in **140% YoY revenue growth** and expansion into 4 new markets across APAC and Middle East.
- Built and managed a team of 12 (SDRs, AEs, and RevOps), implementing structured sales processes that **reduced sales cycle by 28%**.
- Designed and executed ABM campaigns targeting enterprise accounts (Fortune 500), converting **35+ accounts** worth \$4.2M in ARR.
- Collaborated with Product and Marketing to refine ICP segmentation, improving lead-to-opportunity conversion by **45%**.
- Established pricing strategy and competitive positioning framework adopted across all customer segments.

CloudNine Analytics, Bengaluru

Senior Sales Manager – Enterprise | Jun 2021 – Dec 2022

- Managed enterprise sales pipeline of **\$8M+**, consistently achieving **120–135% of quarterly quota**.
- Led GTM launch for the company's flagship analytics platform in the Indian market, acquiring **50+ enterprise clients** in the first year.
- Developed partner channel strategy with 8 system integrators, contributing **30% of total revenue**.
- Pioneered a consultative selling approach for C-suite engagement, increasing average deal size by **60%**.

FreshMarket Inc., Mumbai

Business Development Associate | Jul 2020 – May 2021

- Drove outbound sales efforts across SMB and mid-market segments, generating **\$1.5M in new business** within 11 months.
 - Built and optimised the outbound prospecting playbook, increasing response rates by **3x** through multi-channel outreach (email, LinkedIn, cold calls).
 - Collaborated with customer success to reduce churn by **18%** through proactive account health monitoring.
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EDUCATION

Indian Institute of Management Bangalore (IIMB)

Master of Business Administration (MBA) | 2018 – 2020

- Specialisation in Marketing & Strategy. **CGPA: 3.5 / 4.0**.
- Chairperson, Sales & Marketing Club; organised flagship B-school sales competition with 40+ participating teams.
- Summer Internship at Unilever – led market research project for FMCG product launch across 3 South Indian states.

National Institute of Technology, Surathkal

B.Tech in Mechanical Engineering | 2014 – 2018

- First Class with Distinction. Active member of the Entrepreneurship Cell.
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KEY SKILLS

GTM Strategy: Market entry, ICP definition, competitive positioning, pricing strategy, channel partnerships

Sales Leadership: Enterprise sales, consultative selling, pipeline management, quota attainment, team building

Growth & Revenue: ABM, demand generation, PLG, funnel optimisation, revenue operations, CRM (Salesforce, HubSpot)

Analytics & Tools: SQL, Tableau, Mixpanel, Google Analytics, Outreach.io, ZoomInfo, LinkedIn Sales Navigator

CERTIFICATIONS & ACHIEVEMENTS

- HubSpot Inbound Sales Certified | Salesforce Administrator Certified
 - **Top Performer Award**, Zeta Suite Technologies (FY 2023–24) – highest revenue contributor across GTM team.
 - Speaker at SaaSBOOMi 2024 on “Scaling GTM for India-first SaaS companies.”
 - Published article in YourStory: “Why Indian SaaS needs a rethink on outbound sales.”
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LANGUAGES & INTERESTS

Languages: English (Fluent), Hindi (Native), Kannada (Conversational) | **Interests:** Marathon running, angel investing in early-stage startups, cricket analytics