

Sanjai SM

GTM Engineering & Revenue Operations

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PROFILE

High-agency GTM and Revenue Operations generalist with 9+ years across marketing, product, and operations. Combines ABM and demand generation with platform-agnostic GTM engineering, attribution, and founder reporting. Takes revenue problems from strategy through implementation.

EXPERIENCE

Prudent AI

Jun 2023 - Present

GTM Engineer - Revenue Operations & Growth | Chennai

Sales-led B2B software for the US mortgage market.

- Owned revenue operations across marketing and sales, defining founder visibility, deal priorities, and the information each team needed to act.
- Built pipeline reporting and campaign attribution to guide investment. Analyzed deal outcomes to identify repeatable sales practices.
- Built 1:1 and 1:few account-based marketing (ABM) programs, turning account intelligence into tailored messaging, executive briefs, and dedicated landing pages.
- Used Factors.ai website intent signals to prioritize accounts and inform sales and marketing email outreach.
- Identified one- to two-day response delays in HubSpot. Configured Outlook booking, immediate follow-up emails, and Microsoft Teams task notifications to address missed contacts and delayed sales follow-up.
- Built demand-generation campaigns across website messaging, content, and industry events. Designed the Framer website and landing pages; ran pre-event outreach to book meetings.
- Created sales collateral, competitor battlecards, booth materials, and videos for sales and customer success.

Equip.co

Nov 2022 - Jun 2023

Product Marketer | Bangalore

- Designed landing pages around user needs and ran LinkedIn and Google advertising campaigns.
- Developed marketing strategy and sales enablement materials to support lead-to-customer conversion.

Dicekart

Jul 2020 - Nov 2022

Product Manager | Chennai

- Owned product across operations and technology for a fresh-produce supply chain serving **200+ restaurants** in Chennai and **560+ kirana shops**.
- Designed sales and inventory workflows for orders taken over the phone, particularly from kirana shops, so the system supported how customers actually bought.
- Built internal sales tools in Retool, removing more than **20 hours** of manual work each week.

LMES Academy

Sep 2015 - Sep 2019

Chief Operating Officer | Chennai

- Built BigBang Kit, a science subscription box for grades 6 to 10, growing its team from **one person to 50** and generating **INR 3 crore** in cumulative revenue.
- Helped grow the science YouTube channel from 20,000 to **1.2 million subscribers**.
- Launched the earlier Chitti learning app and grew it to **100,000 users**.

SKILLS

GTM & revenue strategy: ABM, demand generation, attribution, executive reporting, campaign investment.

GTM engineering & systems: Platform-agnostic automation, intent signals, CRM workflows, systems thinking.

Leadership & communication: Cross-functional leadership, executive communication, content and video storytelling.