

MAYURESH SHILOTRI

P R O D U C T + D A T A + T E C H N O L O G Y

Customer Experience Leader | 'Operator' | 2X Founder | 1X Successful Exit | 1 Acquire |
Built 2 VC backed startups across 9 years | Overall 19+ years of experience | Sales
Engineering



AREAS

Sales Engineering & Customer Success
Product

Data Science - Econometrics

Revenue - P&L | B2B - SaaS

Marketing | New Product Development

AWARDS

Star Employee of the Year 2010 - Cognizant

YourStory - EdTech Winner 2018

2x CEO Hall of Fame - BrowserStack (22/24)

CONTACT

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WORK SUMMARY

Sr. Director - Customer Engineering & Support

BrowserStack (May 2021 - till date) (4 Years - 8 months)

MUMBAI - US | Product / Sales Engineering/ Success

Co-founder & Head - Product/ Growth

GreyAtom (Dec 2016 - May 2021) (4 Years - 5 months)

MUMBAI - LONDON | Revenue / Growth | Acqui-hired by BrowserStack

Co-founder & CMO/ Group Development Director

Customer360 / Interactive Intelligence (Jul 2013 - Feb 2017) (3 years - 8 months)

MUMBAI - INDIANAPOLIS | Product/ UX / Growth | Acquired by ININ

Data Scientist - Engagement Manager

Cognizant (Dec 2009 - Jul 2013) (3 years - 7 months)

MUMBAI - GURGAON | P&L / Delivery / Analytics / SAS / Pharma

Analyst Programmer

Syntel (Jul 2005 - Jul 2007) (2 years)

MUMBAI | COBOL/ UNIX/ Healthcare/ Mainframes/ Supply Chain

EDUCATION

Indian Institute of Technology Madras

MBA (2007 - 2009) | Coordinator - Placement Team

Birla Institute of Technology And Science, Pilani

M.Tech - Automotive Electronics (2020 - 2022)

University of Mumbai

BE Electronics (2001 - 2005) | Shah & Anchor Kutchhi Engineering College |

Electronics / IEEE / JRD Tata Scholarship Awardee

University of Mumbai

Junior College (1999 - 2001) | V.G. Vaze College of Arts, Science and Commerce



Sr. Director - Customer Engineering and Support

BrowserStack (May 2021 - till date) (4 Years - 9 months)

Sales Engineering: Driving a Pre-Sales Function with 170 Sales Engineers, Success, TAM, Solution Architects & Support Engineers. * Anchoring Team across multiple countries. * Experienced leader with a proven track record in Sales Engineering, and Product Management. * Supporting \$200M+ ARR operation in Pre-sales & Post Sales

Customer Success/ Support: Led strategic initiatives to enhance product adoption, streamline customer support operations, and drive technical sales success. * Ensuring seamless pre-sales and post-sales engagement.

Product: Concurrently, building features across 4 core products. * Roadmap conceptualization, Buildout, PMF iterations to commercialization of plan (Attributable ARR~\$34M)

Co-founder & COO

GreyAtom (Dec 2016 - May 2021) (4 Years - 5 months)

Customer Acquisition: 1,400+ learners acquired for Classroom Program * 4,500+ learners acquired for workshops * 100,000 learners onboarded during the lockdown on programs under the ELIS initiative of AICTE * Effective multi-channel nurturing programs to drive conversions * Built a \$2M Revenue LoB

Community: 15,000+ Brick and Mortar Community – DataGiri built. * 100+ physical Meetups conducted in Mumbai, London, Pune, Delhi, Bengaluru * Built a Network of Data Science 200+ Speakers * Curated well attended, High academic value events

Entry Level Programmes: Conceptualized and iterated the GTM, Value Prop & Upsell Funnel for the Workshops * Totally a COVID Lockdown phenomenon * Helped us encash on the broader trend. Did \$500k in 4 months. Unit positive since conceptualization.

Income Share Agreement Based - Pay Later Programs: Acquired ~350 learners for iteration #1 from Tier #2 and Tier #3 cities/ town for the Pay Later Program * Built brand GreyAtom & relationships across Campuses in Maharashtra/ Karnataka

Co-founder & CMO

Customer360 (Jul 2013 - Feb 2017) (3 years - 8 months)

Raised ~\$1M in VC Capital. Built the UX and Product Practice * Built a customer base of 2,200 B2B customers using Organic channel (Quora) * Built a paid agent license usage of 10,000 licenses across customers

Product/ UX: Architecting Product from absolute first principles. We were inspired by Freshworks * Bringing Design First principles to Customer360 * Framework selection/ Tech Implementation/ Delivery Customer led product development

Customer Acquisition: Partnerships – Aggregators like Payment Gateway, Multi-national directories, other product companies * Building a multi-channel inside sales organization.

Data Scientist - Engagement Manager

Cognizant (Dec 2009 - Jul 2013) (3 years - 7 months)

Handled 7 member team to handle a total revenue of ~\$2.5M * Optimized marketing spends (\$390M) for MNC Pharmaceutical companies for a drug with more than \$3B in revenue * Brought ~4% in savings in CoGS * The best practices/ innovations introduced in Multi-Channel Optimization methods still in place at Cognizant * Star Employee of the Year 2010

Business: Salesforce Effectiveness * Return on Investment for Sales Promotion program * Promotional Response Modeling * Customer Valuation * Portfolio & Marketing Mix Optimization

Data Science: Statistical Modeling, Research * Model Building: ARIMA, LOGISTIC, Logistic Regression, Multiple Regression * Predictive Modeling, Time series forecasting, Factor & Cluster analysis, Linear Discriminant Analysis, Conjoint Analysis * Principal Component Analysis, Non-Linear Principal Component Analysis, Neural Network-based Models

Analyst Programmer

Syntel (Jul 2005 - Jul 2007) (2 years)

Proactively search for improvement opportunities in the Application and work out a solution * Mentoring new trainees * Code Development, Testing, and QA * Creating Business Requirement Document, Test Plans, etc * Automation of daily job monitoring activities through auto-trigger routines resulting in savings of over 800 hours of effort per annum