

# 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