



Garima Sethi

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Summary

A builder at heart, I turn ambiguity into systems that scale - revenue, people, processes and organisations. Over 10 years across technology startups, BFSI, healthcare and hospitality in India, MENA and SEA, I have designed, sold and implemented solutions to complex business problems. My niche is Customer Experience Technology; my range is Digital Transformation. Trained in Kathak and a lover of the performing arts, I read a room like a rhythm, stay composed as the tempo rises, and thrive on improvising with structure and autonomy.

Professional Experience

AVP – Growth (India, MENA) | Zykrr Technologies Pvt. Ltd. | Gurugram, India 2022 – 2026

- Scaled ARR from <USD 0.15M to ~USD 1M across 17 enterprise logos spanning Healthcare, Financial Services and Automotive across India, MENA, SEA and LATAM.
- Built a ~USD 1M pipeline across Healthcare, Financial Services, D2C and large conglomerates, creating future momentum.
- Led enterprise solutioning, translating business needs into product, integration and customization solutions across technical and business stakeholders to win complex deals.
- Structured commercial agreements to optimize ARR, cash flow and collections; aligned stakeholders on contractual clauses to de-risk deals and protect commercial value.
- Expanded Zykrr into 10+ sectors and international markets, adapting GTM and solution approaches to diverse enterprise needs.
- Built and scaled a 20+ member GTM organization, transforming Sales into the company's highest-retention function through capability building, role design and leadership development.
- Shaped hiring, onboarding and career pathways across functions, helping scale the organization from 6 to ~50 people while building talent systems to sustain growth.
- Advised Product, AI, Technology and Delivery teams, influencing roadmap, solution design and CX outcomes.

Senior Manager – Growth | Zykrr Technologies Pvt. Ltd. | Gurugram, India 2020 – 2022

- Established Zykrr's first structured sales engine through research-led prospecting, account intelligence and smart collaterals.
- Built the company's first demo culture and consultative, solution-selling framework, selling outcomes over products.
- Acquired and led delivery for the company's first international enterprise client (~120K USD ARR), owning its international market launch end-to-end, from solution and technology design through deployment and go-live.
- Enabled expansion into SEA and MENA through market-entry playbooks and localized GTM strategies across repeated strikes.
- Ran the organisation's B2B marketing in partnership with an external agency, responsible for brand presence across digital platforms and channels end-to-end, without formally owning the function.
- Won strategic enterprise opportunities including IDFC Bank and major BFSI and Automotive accounts by successfully competing against Salesforce, Qualtrics, Medallia and PwC in enterprise pursuits.
- Built and managed strategic partnerships with Consulting Firms such as PwC and Grant Thornton contributing ~10% ARR.
- Scaled a pilot SaaS offering into a multi-industry platform serving BFSI, Automotive, Logistics and Real Estate sectors.
- Frequently acted as surrogate leader across Operations, Client Success and Retention functions.

Associate Manager – Customer Experience | HDFC ERGO | Gurugram & Mumbai 2018 – 2020

- Owned the Net Promoter Score (NPS) charter across brand and customer journeys, driving customer experience transformation across Operations, Product, Technology, Customer Service, and Business Intelligence functions.
- Paired the CX mandate with end-to-end digital transformation of servicing, re-imagining customer journeys around automation, self-serve and messaging-led channels and partnering with Technology on solution design.
- Navigated a transition from Hospitality Sales to Insurance Operations by immersing across functions and analysing 10,000+ customer interactions; identified pain points and drove interventions across key customer journeys (improved Customer Service NPS to a record high of +25).
- Launched and scaled a WhatsApp servicing platform for banking partners, expanding adoption from hundreds to thousands of users and reducing turnaround times to under 30 minutes for 95%+ transactions.
- Led knowledge transfer, process migration, and operational readiness during the Apollo Munich - HDFC ERGO integration; mobilised a network of trainers and process experts, reducing external hiring dependency and ensuring seamless transition.
- Influenced stakeholders vertically, horizontally, and cross-functionally to institutionalize customer-centric initiatives.

Assistant Manager – Sales | ITC Hotels | Gurugram & Chennai 2016 – 2017

- Achieved 154% of annual revenue targets, delivering 32% YoY growth and INR 3.5 Cr in FY16–17.
- Managed 100+ national corporate accounts (Maruti Suzuki, Bharti Airtel, Bio-Rad, Colt Technology) and acquired 15 new accounts through strategic prospecting.

- Turned around a ~INR 1 Cr revenue shortfall by pivoting from corporate events to weddings, originating and leading an INR 1.5 Cr marquee engagement end to end.
- Selected to mentor Management Trainees despite being among the youngest managers in the system.

Management Trainee – Sales & Marketing | ITC Hotels | India
2015 – 2016

- Selected for ITC Hotels' flagship Management Training Program (ITC HMI), one of India's most selective hospitality leadership programs.
- Completed an intensive 12-month rotational program across Sales, Marketing and Revenue Management, building a strong foundation in commercial strategy and revenue generation.

Education

B.A. (Hons.) Economics – Miranda House, University of Delhi | *Delhi, India*

Diploma in French Language – University of Delhi | *Delhi, India*

Accomplishments and Awards

- Founding Member, Zykr – built and institutionalised Growth across Revenue, People and Strategy.
- Gold Individual Award, HDFC ERGO – Exceptional Contribution to Service Excellence.
- CEO Commendation, HDFC ERGO – Customer Service Transformation & Operational Excellence.
- CBSE Scholarship – Top 1% in Class XII Board Examination.
- Astronaut Kalpana Chawla Scholarship – Academic Excellence, four consecutive years.
- First Position, Senior School Examination (Class XII, CBSE) – Summer Fields School.
- All-Rounder Award, two consecutive years – academic excellence alongside Head Girl & other responsibilities.

License & Certifications

- Lean Six Sigma Belt
- PG Certificate in Digital Marketing, MICA (The School of Ideas)

Co/Extra-curricular

- Community Service: Project Director & Core Team, Becoming I Foundation, led arts and life-skills programmes across 15 MCD schools, managing 50 volunteers and impacting 2,000+ children; Enactus, Miranda House, supported underprivileged women through community-led business models.
- Dramatics: Street theatre in marginalised communities raising awareness on gender and social issues; stage theatre student and performer, Miranda House.
- Classical Dance: Senior Diploma in Kathak.
- Student Body: Coordinator, IIMA Speaker Series; Lead, Annual Economics Fest & Annual Cultural Fest, Miranda House; Head Girl & Student Council (six-year member), Summer Fields School.
- Interests: Avid swimmer and voracious reader.