Garima Sethi

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Summary

Commercial growth leader and trusted client advisor, with 10 years of driving business change across financial services, healthcare, automotive and emerging industries in India, MENA, SEA and LATAM. Built the 0-to-1 GTM and execution engine of a data and AI analytics start-up, scaling team and revenue to a 5X multiple in 5 years. Carried programmes from design to go-live and expansion, displacing global incumbents and local players. Earned influence across CXOs and delivery teams through analytics-driven insight.

Professional Experience

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

- C-Level Advisory: Built CXO relationships through discovery and in-person pitches; diagnosed business challenges, shaped commercial, technology and delivery solutions, and advised Product, AI and Tech on roadmap and CX.
- Business Growth: Scaled ARR from USD 150K to ~USD 1M, opening BFSI (15 marquee clients, ~65% of revenue) and 10+ sectors; built a ~USD 1M forward pipeline, with pre-sales-led demand driving 25% of it.
- Delivery Governance & Risk: Accountable for plan tracking, escalations and risk mitigation through operating rhythms and CXO-led kick-offs; built delivery foundations for global clients.
- Commercial & Revenue Governance: Structured commercial terms to optimise ARR and cash flow; de-risked deals via contracting models and legal clauses; introduced revenue dashboards, collection tracking and a Sales War Room cadence for sharper forecasts.
- Team Leadership: Built and led a 25-member team, making Sales the highest-retention function; shaped hiring, onboarding and career pathways as Zykrr grew from 6 to ~50.
- Mentoring & Culture: Coached lateral hires from diverse backgrounds to complex enterprise deals; institutionalised performance and OKR systems, benchmarked rewards, and ran weekly reflections and cross-team challenges to raise engagement and cut attrition.

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

- Strategic Alliances: Spearheaded PwC and Grant Thornton alliances (~10% of ARR) and SEA and MENA entry playbooks; scaled a pilot SaaS offering into a multi-industry platform.
- Delivery Ownership: Won Zykrr's first international enterprise client (~USD 120K ARR) and owned its launch from design to go-live; replicated the playbook for all new onboardings across complex, custom-technology and cross-geography implementations.
- Consultative Problem Solving: Built the first structured sales engine and consultative solution-selling framework through research-led prospecting, account intelligence and account planning; won and retained enterprise pursuits against global incumbents such as Salesforce, Qualtrics, Medallia and PwC.
- Cross Functional Depth: Led delivery across Operations, Client Success and Retention to revive legacy accounts, lifting revenue ~15%.

Associate Manager, Customer Experience (Health Insurance) | HDFC ERGO | Gurugram & Mumbai **2018 – 2020**

- Digital Transformation: Institutionalised NPS as the shared customer metric: owned the charter across brand and customer journeys, aligned five functions on targets, and digitised feedback loops.
  Partnered with Technology teams to reimagine journeys around automation, self-serve and messaging-led channels; scaled WhatsApp servicing for banking partners to thousands of users, with 95%+ of transactions under 30 minutes.
- Analytics & Root Cause: Analysed 10,000+ customer interactions to identify pain points and drove cross-functional interventions (Operations, Product, Technology, BI) that lifted Customer Service NPS by +25 basis points and reduced open tickets by 68%.
- Change & Operating Model: Led knowledge transfer for the Apollo Munich–HDFC ERGO integration across teams of 200+; kept operations running through the Delhi riots and onset of COVID-19.

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

- Key Account Growth: Delivered 154% of annual revenue target (INR 3.5 Cr, 32% YoY growth). Managed 100+ national corporate accounts, won 15 new via prospecting; turned around a ~INR 1 Cr shortfall by pivoting from events to weddings and mentored new management trainees for future promotions.

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

- Management Training: Selected for ITC HMI, ITC's flagship programme, with 12-month all-round grooming in Sales & Marketing.

Education, Certifications and Awards

- **PGPX (One-Year Full-Time MBA)**, Indian Institute of Management Ahmedabad | Class of 2027
- **B.A. (Hons.) Economics**, Miranda House, University of Delhi | Class of 2015
- **Certifications:** Lean Six Sigma Black Belt, Lean Six Sigma Green Belt
  PG Certificate in Digital Marketing, MICA (The School of Ideas), Diploma in French Language, University of Delhi
- **Founding Member, Zykrr**; HDFC ERGO **Gold Individual Award** and **CEO Commendation**; Kalpana Chawla Scholarship

Co/Extra-curricular

- **Community Service:** Project Director & Core Team, Becoming I Foundation, led programmes across 15 MCD schools, managing 50 volunteers and impacting 2,000+ children; Enactus, Miranda House.
- **Other:** Coordinator, IIMA Speaker Series; Senior Diploma in Kathak; street and stage theatre; swimmer and reader.