



Garima Sethi

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Summary

Growth, Customer Experience and Business leader with 10.5 years of experience building and scaling businesses across Hospitality, Insurance and B2B SaaS. Proven track record in Enterprise Growth, GTM Strategy, Customer Transformation, Revenue Leadership, Market Expansion, Strategic Partnerships and Organizational Building across India, MENA, SEA and global markets. Recognized for building systems from scratch, scaling high-performing teams and creating sustainable growth engines in ambiguous, high-growth environments.

Professional Experience

AVP – Growth (India, Middle East & North Africa) | Zykrr Technologies Pvt. Ltd. | Gurugram, India |

- Scaled ARR from <\$0.15M to ~\$1M across India, MENA, SEA and LATAM over 17 enterprise logos including Apollo Hospitals, Mahindra Finance, ICICI Prudential and Piramal Finance.
- Spearheaded Zykrr's entry into BFSI, onboarding 15 marquee clients contributing ~65% of company revenue, and expanded the organization into 10+ new sectors and international markets.
- Built and scaled a 20+ member GTM organization spanning SDR, Pre-Sales, Inside Sales, Enterprise Sales and Onboarding, rebuilding a high-attrition team into the highest-retention function in the company.
- Established the Sales Enablement Cell, turning outbound lead generation into a ~30% revenue engine, with an enablement architecture that made new hires productive within 30 days.
- Built a conference-led demand generation engine contributing 25–40% of qualified pipeline and introduced revenue governance dashboards that improved predictability and reduced leakage.
- Advised Product, AI, Technology and Delivery teams on roadmap decisions; helped scale Zykrr from a 6-member startup with 5 clients to a 50-member company serving 50+ enterprise accounts globally.

Senior Manager – Growth | Zykrr Solutions LLP | Gurugram, India |

- Established Zykrr's first structured sales engine through research-led prospecting, account intelligence and data-backed collateral, building the company's first demo and consultative selling culture.
- Secured Zykrr's first enterprise SaaS account and enabled expansion into SEA and MENA through market-entry playbooks and localized GTM strategies.
- Won strategic enterprise pursuits (including IDFC Bank) competing against Salesforce, Qualtrics, Medallia through stakeholder management and data-driven storytelling.
- Revived legacy accounts delivering ~15% revenue uplift and built PwC and Grant Thornton partnerships contributing ~10% ARR.
- Scaled a pilot SaaS offering into a multi-industry platform serving BFSI, Telecom, Automotive, Logistics and Real Estate sectors.

Award: Founding Member – recognized for building the Growth Function across Sales, Marketing and Delivery.

Associate Manager – Customer Experience | HDFC ERGO Health Insurance Ltd. (formerly Apollo Munich) | Gurugram & Mumbai, India |

- Owned the Net Promoter Score charter across brand and customer journeys, driving CX transformation across Operations, Product, Technology, Customer Service and Business Intelligence; improved NPS by 20+ points to a record high (+25).
- Reduced open customer tickets by 68% through root-cause analysis, operational governance and continuous improvement initiatives.
- Designed a new operating model for Bancassurance Partners and launched a WhatsApp servicing platform, scaling adoption to thousands of users and cutting turnaround to under 30 minutes for 95%+ transactions (CEO recognition).
- Led knowledge transfer, process migration and operational readiness during the Apollo Munich–HDFC ERGO integration, ensuring seamless transition and business continuity.

Award: Gold Individual Award for exceptional contribution to Service Excellence Initiatives.

Assistant Manager – Sales | ITC Ltd. – Hotels Division | Gurugram & Chennai, India |

- Achieved 154% of annual revenue targets, delivering 32% YoY growth and generating INR 3.5 Cr.
- Managed 100+ national corporate accounts (Maruti Suzuki, Bharti Airtel, Bio-Rad, Colt Technology), acquiring 15 new accounts through strategic prospecting and stakeholder mapping.
- 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, reflecting early recognition for leadership and coaching.

Management Trainee – Sales & Marketing | ITC Ltd. – Hotels Division | India |

- 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 Foreign Language (French)** – University of Delhi | Delhi, India |

Accomplishments and Awards

- Founding Member status for building the Growth Function across Sales, Marketing and Delivery – Zykrr Technologies.
- Gold Individual Award for Service Excellence and CEO commendation for customer service transformation – HDFC ERGO.
- Astronaut Kalpana Chawla Scholarship and CBSE Scholarship for Higher Education
- All Round Excellence Award, Summer Fields School

License & Certifications

PG Certificate in Digital Marketing – MICA – The School of Ideas |

Co/Extra-curricular

- Project Director, Becoming I Foundation – led 50 volunteers across 15 MCD schools, creating impact for 2,000+ underprivileged students through arts-based life-skills education.
- Core Team Member, Enactus Miranda House – built social-entrepreneurship business models helping underprivileged women become self-sufficient.
- Trained practitioner of Kathak Classical Dance; active member of the Anukriti Dramatics Society at university and national-level theatre competitions.
- Head Girl at school while maintaining top academic performance.