



Shreya Sarkar

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Summary

Professional Services Consultant with 7 years of B2B SaaS digital transformation experience leading large-scale, global rollouts for enterprise accounts. Expert in driving product implementation and launch strategy while serving as a trusted strategic advisor to clients by aligning cross-functional stakeholders, diagnosing operational gaps, and bridging client business objectives directly with product execution to drive high-impact transformation.

Professional Experience

Professional Services Consultant, Professional Services | Mindtickle | Pune

- Spearheaded a complex **20+ Europe market migration** for Mindtickle's largest strategic account (\$180B+ revenue, 150K+ users), owning the complete end-to-end implementation and driving a **25% increase in user engagement**
- Contributed to **more than \$400K in services revenue** by proactively identifying, scoping, and securing upsell and expansion opportunities within the existing implementation portfolio
- Managed a **\$500K–\$1M ARR** portfolios of **6–10** concurrent enterprise and commercial implementations, acting as the dedicated product expert and advisor for strategic pilots and QBRs
- Partnered with Product teams and cross-functional client stakeholders to prioritize feature requests and align product roadmaps for strategic global rollouts.
- Engaged with churn risk accounts, conducted audits to diagnose issues and develop recovery plans
- Drove **30-40% reduction in onboarding ramp times** across commercial client sales teams by advising on new hire onboarding programs and ongoing sales team enablement initiatives
- **Accelerated internal services team ramp time by 33%** (from 3 to 2 months) by partnering with Content Development and Managed Services to build a self-paced onboarding program
- Partnered with Sales and Account Executives during pre-sales phases to evaluate technical feasibility, scope complex custom requirements, and author Statements of Work (SOW)
- Led a successful strategic pilot for a major cybersecurity enterprise, unlocking a **\$2M license expansion opportunity**

Associate Consultant, Professional Services | Mindtickle | Pune

- Managed the end-to-end client implementation journey from kick-off to product launch, mitigating risks to achieve a **98% on-time delivery rate** while driving platform adoption and measurable ROI.
- Partnered with technical teams to facilitate complex integrations (eg, CRM, HRMS, Diallers, etc) by aligning cross-functional IT and client stakeholders to automate workflows and ensure seamless data synchronization across Mindtickle products.
- Synthesized client feedback across multiple stakeholders into actionable feature requests, thereby guiding product management teams in assessing and launching new platform features that improve user workflows

Techno-Functional Consultant | HighRadius | Hyderabad

- Managed HighRadius Cash Application implementations for global Fortune 1000 accounts, serving as the primary functional point of contact to guide stakeholders through process mapping, system walkthroughs, and successful feature adoption.
- Translated architect designs into system configurations, setting up custom matching rules and parsing engines to achieve an average **85%+ auto-match rate** for clients.
- Configured data integration mapping between HighRadius and major client ERPs (SAP, Oracle, NetSuite) and rigorous end-to-end testing of bank file ingestions (BAI2/MT940) maintaining **99.9% reconciliation accuracy**.
- Designed automated matching rules and remittance parsing workflows that enabled client AR teams to manage **2-3x their post-implementation transaction volume**.
- Aligned HighRadius Cash Application workflows and reason-code mappings to align with client-specific bank formats, **reducing manual processing effort by 35%**.
- Collaborated with Solution Architects and engineering teams to test and deploy custom parsing scripts for complex remittance formats, **increasing remittance capture automation by 15%**
- Owned User Acceptance Testing (UAT) cycles with client stakeholders, identifying and resolving configuration bugs to achieve a **100% technical sign-off** before go-live

Education

B. Tech (CSE) – Kalinga Institute of Industrial Technology (KIIT), Bhubaneswar | India

Accomplishments and Awards

- Awarded the **Rising Star Award**, Mindtickle (2022): A distinction given in 2022 to a top performing new hire across the entire Services department for exceptional contributions within the first year of them joining Mindtickle.
- Lead the Sales Readiness Index program implementation for a global chemicals enterprise (rev.>25B Euros) in Mindtickle for assessing their sales team's current competencies and gaps, the success of which led the client to achieve an **award from the Institute of Sales Professionals (ISP), UK**
- **Runners Up in Hackathon**, Mindtickle (2024): Awarded the runners' up prize in a Hackathon event for designing a solution to a critical customer onboarding problem to facilitate quicker TTV (Time-to-Value) and reducing dependency on account teams for customer admin onboarding.
- **Fast track promotion** to Professional Services Consultant within 2 years of joining the team as an Associate Consultant in Mindtickle
- Achieved an **accelerated promotion** from Associate to Consultant within 2 years of full-time tenure, following a Pre-Placement Offer (PPO) secured during a 10-month internship in HighRadius

License & Certifications

Certified Customer Success Manager (CCSM) Level 1, SuccessCoaching
Certified Customer Success Manager (CCSM) Level 2, SuccessCoaching
AI Fundamentals, DataCamp
BCG - Strategy Consulting Job Simulation, Forage

Co/Extra-curricular

- Member of the Profile Committee, PGPM Co27, IIM Ahmedabad
- **Volunteer, ConnectFor**: Dedicated time to various NGO and non-profit initiatives, including recording audiobooks and poetry for the visually impaired (Rosy Blue Foundation), drafting the Annual Report for Womenite, and participating in local river cleanup campaigns.
- **Mental Health Chatline Volunteer, 7 Cups**: Provided a confidential and non-judgmental space to individuals navigating emotional distress across cases involving abuse, academic pressure, isolation, and depression