

Mohit Agarwal

GTM Strategy & B2B/B2C SaaS Global Partnerships at LinkedIn | Client relationship & Business Expansion | Xavier's Alumni

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LinkedIn Profile

Profile

Drove GTM strategy, B2B SaaS sales, and customer success across **B2B/B2C SaaS - Health & HR Tech**, scaling function from **0→1**. Built **strategic partnerships** and **cross-functional teams** to fuel pipeline and revenue growth of \$3M+. Leveraged data-driven decisions and operational innovation to deliver **measurable business impact** over **4.5+ years**.

Work Experience(5.5+ Years)

LinkedIn

- **Global Strategic Partnerships (GTM for Global accounts)** July'25 - Present
 - Role Break up: 80% IC - Account Executive (5x of CTC) and 20% Team & BDR Management using AI (1.5x pipeline growth MoM)
 - Improved **Lead-to-meeting ratio by 55%** through targeted outreach and qualification strategies.
 - Strengthened client/supplier relationships using structured follow-ups and consistent engagement.
 - Conducted SWOT and competitor analysis to monitor pricing, campaigns, and GTM strategies.

Nova Benefits Private Limited

- **Senior AE & Lead - GTM Strategy & B2B SaaS Acquisition- APAC & EMEA** Jan'24 - Jun '25
 - **Role Break up: 70% IC** - Account Executive (3x of CTC) and **30% Team & GTM Management** using **AI** (1.5x pipeline growth MoM)
 - Scaled sales and ops vertical - **4.8x pipeline growth with 150+ clients onboarding** leading to **3.5x revenue** increase with only **1.1x cost** increase by improving **meeting-to-deal ratio (22% → 46%)** and reducing no-shows (**30% → 12%**) - **Tools (Apollo.io, Lusha, Clari, CRM System, DocuSend, LinkedIn Sales Navigator, Notion, Pandadoc, Canva, ChatGPT, and more)**
 - Reduced onboarding time from **12 to 5 days** and ticket resolution **TAT from 72 to 24 hours** through SOPs & SaaS automation (**Tool - n8n**)
 - Onboarded **4 new API-integrated service providers** and managed **16+ vendors** to enhance service delivery and operational scalability.
 - Helped maintained **82% team retention** and scaled the team with 3 new hires, driving sustainable growth and stability.
- **AE - GTM Strategy & B2B SaaS Acquisition - APAC & EMEA** Apr'22 - Dec'23
 - **Role Break-up: 90% IC** - Account Executive (5x of CTC) and **10% Team & GTM Management** (1.2x pipeline growth MoM)
 - Drove **0→1 GTM scaling** and enabled **3.1x revenue growth** (with 2.2x cost) by onboarding enterprise accounts like **Google, Grant Thornton, Netflix, SaaS Labs, Yes Securities, Snapdeal, and more - crossing \$1.3M ARR vs. target of \$800K**
 - Led a **M&A projects end-to-end**—feasibility, valuation, and investor deck creation. Launched **2 new revenue-driving products** (20% contribution) and **onboarded 10+ vendors**, negotiating **15–18% cost** savings to boost margins (**Figma, CRM, Microsoft Family, and more**)
 - Improved **CX using Zoho CRM** and helped scale team from **6 to 14** to support growth across sales, operations, and product.
- **Product & Relationship Manager & FTM** Apr'21 - March'22
 - **Role Break-up: 100% IC** - Product R&D, Client Relationship, and Early B2B SaaS Acquisition
 - Launched and scaled Nova's Healthtech SaaS Platform —**drove PMF discovery** and secured early traction with **20+ clients** including **Theobroma, Zenoti, Wingify, Amazon, Hyperverge, and more.**
 - Initiated **5 product lines** by partnering with **6+ vendors with API integration (Azure)**
 - Executed a **COVID-19 vaccination project** for **45+ companies**, converting **23** into **long-term clients in a year** and establishing the brand.

Extra Curricular Activities

- **Internships**
 - Lannos Yvvas: Designed **D2C strategy**, tripled website/social media traffic, and built a strong sales pipeline.
 - Chegg India: Resolved **5000+ academic queries** in analytics, economics, and ops research as subject matter expert.
- **Positions Held in College**
 - Marketing Head - Xavier's Management Society
 - Working Committee Member - 180 Degree Consulting (St. Xavier's College Autonomous)
- **Achievements & Awards**
 - Project paper on Start-Up Financing Research paper "Understanding FinTech - A Perception Based Study"
 - Special Mention at Model United Nations organized by IIM Calcutta
 - 1st in Business Buz, a business event and Samridhi, a CSR event at Xavier's University Bhubaneswar
 - 1st in Human Resource Event organized by Bhawanipur Education Society College, Kolkata

Certifications

- Solution Value Selling by Mercuri International
- The Praxeum Foundations Leadership Program by Stillwater
- Project Management Course by Coursera
- SuperNova Champion Certification by Nova Benefits for consecutively 6 quarters

Education

2018 - 2021 | St. Xavier's College Autonomous, Kolkata

Bachelor of Business Management Studies (BMS) | GPA: 7.9/10

2016 - 2018 | HVM, Kolkata

Higher Secondary School | Percentage: 98.25%

Disclaimer: I hereby declare that all the information furnished above is true to the best of my knowledge.