Sulakshna Prashar

New Delhi, India — Open to Remote & International Roles — Open to Relocation & Global Shifts
+91 9560907596 — sulakshna3prashar@gmail.com
linkedin.com/in/sulakshnaprashar

Executive Objective

Senior Sales and Customer Success Leader with 15+ years of experience driving enterprise revenue growth, scaling global inside sales teams, and leading high-performance contact center operations across SaaS and EdTech ecosystems. Seeking leadership opportunities as **Sales Director, Head of Inside Sales, Contact Center Director, or Business Development Leader** where I can accelerate ARR growth, strengthen global customer success frameworks, and lead international revenue expansion initiatives.

Executive Profile

Revenue-focused sales leader with a strong track record of building scalable sales organizations and delivering measurable business outcomes across global markets.

Generated **45+ Crores annual revenue** at GEDU Global Education, delivered **80% YoY revenue growth**, and consistently maintained **95%+ CSAT** while managing large inside sales and customer success teams.

Deep expertise in enterprise SaaS sales, customer lifecycle management, global contact center leadership, strategic partnerships, and revenue operations across **UK, EU, USA, APAC, Middle East, and India**. Proven ability to lead cross-functional teams, drive pipeline growth, improve conversion rates, and deliver strong Net Revenue Retention (NRR).

Core Leadership Competencies

Enterprise Sales Leadership, Strategic Business Development, ARR Growth Strategy, Inside Sales Transformation, Global Contact Center Operations, Revenue Operations (RevOps), Net Revenue Retention (NRR), Customer Success Leadership, Sales Pipeline Management, Enterprise Deal Negotiation, Go-To-Market Strategy, Market Expansion Strategy, Sales Forecasting, Account Growth Strategy, Customer Lifecycle Management, Cross-Sell and Upsell Strategy, Voice of Customer (VOC), NPS and CSAT Programs, CRM Strategy, Salesforce CRM, HubSpot CRM, Sales Enablement, Conversion Optimization, Sales Analytics, Stakeholder Management, Global Team Leadership.

Professional Experience

Kadel Labs Feb 2026 – Present *Director – Business Development & Customer Success*

- Lead enterprise SaaS sales strategy, revenue expansion initiatives, and customer success operations.
- Manage strategic B2B accounts and complex enterprise sales cycles across global markets.
- Drive Net Revenue Retention (NRR) through upsell, cross-sell, and expansion revenue programs.
- Strengthen sales pipeline visibility and forecasting through CRM analytics and revenue dashboards.
- Collaborate with product and marketing teams to refine GTM strategy and enterprise positioning.

NIIT Ltd May 2024 – Feb 2025 *Deputy General Manager – Sales & Support*

- Led large-scale inside sales and customer support teams across EdTech programs.
- Delivered **20% revenue growth** through pipeline optimization and improved conversion frameworks.
- Increased CSAT by **15%** through service transformation and customer experience improvements.
- Implemented AI-powered chatbot automation improving response time and first-call resolution.
- Strengthened omni-channel engagement across phone, chat, and digital channels.

Professional Development – HerKey Academy Sep 2023 – Apr 2024

Certifications: Project Management, Artificial Intelligence Fundamentals, Lean Six Sigma

GEDU Global Education   Apr 2022 – Aug 2023 *Contact Centre Head – Sales*

- Built and scaled a **global contact center supporting UK, EU, USA, APAC, and Middle East markets**.
- Led and developed a high-performing team of **100+ sales, pre-sales, and customer success professionals**.
- Generated **45+ Crores annual revenue** through structured inside sales and international recruitment programs.
- Maintained **95%+ CSAT** through VOC frameworks, quality assurance processes, and service excellence initiatives.
- Implemented sales dashboards, performance metrics, and structured lead conversion systems.

Global University Systems   Jul 2020 – Apr 2022 *Senior Manager – Sales*

- Delivered **80% YoY revenue growth** through global recruitment strategy.
- Generated **1800+ international student enrollments** across multiple programs.
- Built strategic partnerships with international education consultants and recruitment agencies.
- Improved pipeline conversion and sales forecasting accuracy.

Great Learning   Dec 2018 – Jul 2020 *Sales Manager*

- Consistently exceeded sales targets by **50%**.
- Improved conversion rates through consultative enterprise selling.
- Recognized as Top Sales Performer for revenue achievement.

HT Media Ltd   Jan 2016 – Dec 2018 *Assistant Manager – Sales*

- Managed enterprise advertising portfolios and strategic client partnerships.
- Delivered strong revenue growth through cross-platform media sales solutions.

Strategic Leadership Projects

Global Contact Center Transformation – GEDU Global Education

- Designed and implemented a global contact center operating across multiple international markets.
- Built recruitment, onboarding, and training frameworks for 100+ professionals.
- Implemented SOP governance, quality frameworks, and sales performance dashboards.

International Recruitment Expansion

- Designed global recruitment strategy generating 1800+ enrollments.
- Strengthened partner ecosystem and improved pipeline conversion.

Customer Success Transformation Program

- Introduced structured customer lifecycle management frameworks.
- Implemented VOC, CSAT, and NPS programs improving retention and engagement.

AI Automation Initiative – NIIT

- Led AI chatbot deployment improving customer engagement and service efficiency.
- Increased first-call resolution and operational productivity.

Education

PGDBA (HR) — Symbiosis Institute of Management Studies, Pune

BA (Honours) English — University of Delhi

Languages

English, Hindi, Punjabi