

# SAYANTAN CHATTERJEE

Pune, India | +91 9679298818 | 29.sayantan@gmail.com | [LinkedIn] | sayantan.site

## SUMMARY

**Strategic Customer Success Leader** with **over 9 years** of experience driving revenue growth, retention, and customer lifetime value for high-value portfolios. Expert in building scalable success frameworks, leading cross-functional teams, and aligning product capabilities with enterprise client goals. Passionate about transforming customer data into actionable business insights and fostering executive-level relationships.

## CORE COMPETENCIES

- **Strategic Account Management:** EBRs, Success Planning, Account Mapping, C-Level Relationship Building.
- **Revenue Operations:** Net Revenue Retention (NRR), Upselling & Cross-selling, Churn Reduction, P&L Management.
- **SaaS & AdTech:** Customer Lifecycle Management, Product Adoption, Onboarding, Voice of Customer (VoC).
- **Leadership:** Team Building, Mentoring, Cross-functional Collaboration (Product, Sales, Engineering etc).

## PROFESSIONAL EXPERIENCE

**Senior Manager - Customer Success | CleverTap | Pune, India | 01/2024 – Present**

- **Portfolio Strategy & Revenue:** Own the P&L for a \$1.5M portfolio of enterprise accounts, delivering 100% retention rates and driving consistent revenue growth through strategic upsells and cross-sells in BFSI and Health sectors.
- **Success Frameworks:** Architect and execute tailored Success Plans for key clients, ensuring rapid time-to-value and maximizing product adoption to align with customer business objectives.

- **Executive Engagement:** Facilitate high-impact Executive Business Reviews (EBRs) and Quarterly Business Reviews (QBRs) with C-Suite stakeholders, showcasing ROI, platform utilization trends, and strategic roadmaps.
- **Customer Health & Risk Management:** Implement proactive health-check mechanisms to identify at-risk accounts early; partner with Product and Engineering teams to resolve blockers and minimize churn.
- **Cross-Functional Leadership:** Orchestrate internal alignment between Product, TAM, Sales, Support, Billing and other teams to ensure a seamless customer experience. Collaborate with Marketing to leverage customer data for case studies and targeted campaigns.

**Account Manager - Search and DSP | Adobe | Noida, India | 09/2023 – 01/2024**

- **Client Partnership:** Served as the primary strategic advisor for 5+ key APAC accounts (spanning BFSI to EdTech), ensuring client satisfaction and driving long-term loyalty.
- **Revenue Growth:** Managed campaign lifecycles from activation to optimization, identifying data trends to drive strategy and maximizing revenue potential through AdCloud technology.
- **Stakeholder Management:** Acted as the liaison between clients and internal delivery teams (Trading Analysts, Ad Ops), ensuring strict adherence to SLAs and delivering high-performance reporting.

**Senior Account Manager – Ads | Branch Metrics | Bangalore, India | 09/2021 – 09/2023**

- **Key Account Management:** Managed a portfolio of 10+ major enterprise accounts (including Amazon and Vodafone) across India and APAC, serving as the trusted advisor for Deep Linked and Discovery Ads solutions.
- **Retention & Expansion:** Secured budget renewals and drove upsells by presenting data-driven ROI reports and customizing solutions to meet evolving client needs, maintaining high retention rates.

- **Voice of Customer:** Bridged the gap between customers and the Product team; translated client feedback into actionable feature requests, directly influencing product roadmap priorities.
- **Team Contribution:** Partnered with Ad Operations to streamline reporting processes and contributed to recruitment efforts by interviewing potential candidates.

**Senior Manager - User Acquisition & Retention | Hoichoi | Kolkata, India**

*04/2020 – 09/2021*

- **Retention Strategy:** Led customer retention and LTV optimization strategies for an SVOD platform, utilizing marketing automation via CleverTap to reduce churn and drive engagement.
- **P&L Management:** Managed the Digital Marketing P&L with a budget of >50 Lac INR, optimizing CAC and maximizing ROI across Google and Meta channels.
- **Growth Initiatives:** Identified and onboarded new growth channels (Affiliates, Criteo) through RFPs and vendor management, diversifying acquisition streams.
- **Leadership:** Hired and managed a team of 2, fostering a culture of data-driven decision-making. Presented detailed acquisition and retention reports to senior stakeholders.

**Senior Business Analyst - Digital Marketing | Merkle Sokrati | Pune, India |**

*03/2018 – 03/2020*

- **Campaign Strategy:** Strategized and executed media plans for major clients (Dunzo, ESPN, Zomato), managing monthly ad spends of ~7 Cr INR while driving positive ROI.
- **Client Advisory:** Provided strategic insights based on industry trends to optimize campaign performance, ensuring flawless execution and alignment with client goals.

- **Team Mentoring:** Led and mentored a team of Business Analysts, overseeing account structures and contributing to recruitment and training initiatives.
- **Platform Partnerships:** Developed key partnerships with Google and Criteo to leverage beta features and maximize client performance.

**Assistant System Engineer | Tata Consultancy Services | Pune, India | 10/2016 – 03/2018**

- Part of the ITIS team managing O365 technology for Agrium, ensuring system uptime and resolving technical escalated issues.

## **EDUCATION**

**Bachelor of Technology (Information Technology) [WBUT, Kolkata] | 2012 – 2016**