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Professional Summary

Enterprise-focused Senior Customer Success Manager with 9 years of experience driving predictable renewals, adoption, and expansion across large-scale SaaS portfolios. Managed *\$5M+ ARR* and led global programs for **Fortune 500** brands including *AutoZone, National Geographic (Disney), Jefferies, Siemens, Circle K, NASDAQ, FM Global, Bloomberg, Chobani and Boston University*.
Specialised in value realisation, risk modeling, executive alignment, and stabilising complex multi-region accounts to deliver consistent NRR and long-term customer advocacy.

Core Competencies

Enterprise Customer Success | Stakeholder & Executive Management | Renewals & Revenue Retention | Adoption & Value Realisation | Risk Management | Cross-Functional Leadership | KPI & Data-Driven strategy | Process Optimisation & Playbooks | ROI | Account Management | Change Management

Professional Experience

Sprinklr | Customer Success Manager; Sr Consultant Remote | Oct 2021 – Mar 2025
Sprinklr is an enterprise CXM platform used by global brands for marketing, insights, care, and automation.

- Account Growth and Expansion**
- Owned **~\$5M ARR** global enterprise portfolio, improving **renewal predictability** through **structured forecasting** and **early-risk scoring**.
 - Increased **adoption** by **40%** using **KPI-linked success plans, value engineering frameworks,** and **proactive module activation**.
 - Protected 90%+ logo retention** by building **champions,** designing **industry workflows,** and aligning **measurable value delivery** for Fortune 500 clients (AutoZone, NatGeo/Disney, Jefferies, Circle K, FM Global).
 - Unlocked **expansion** in **66%** of accounts by positioning roadmap capabilities as **revenue-impact, cost-efficiency,** and **workflow-optimisation** opportunities.

- Stakeholder Management**
- Led **multi-region onboarding** and **30–60–90 day success plans,** ensuring alignment between practitioners, directors, and **CXO sponsors** across US, EMEA, and APAC.
 - Ran **ROI-focused EBRs/QBRs** that strengthened **governance,** aligned executives on priorities, and secured **10+ multi-year renewals.**
 - Mentored CSMs and built **reusable playbooks** for **prioritisation, escalations,** and **value storytelling,** improving team consistency and **account predictability.**

- Risk and Escalation Management**
- Stabilised red-flagged enterprise accounts** through **structured recovery motions, governance resets,** and coordinated cross-functional execution (Product, Support, Engineering).
 - Reduced **churn risk by 20%** via improved **release communication, expectation-setting,** and **escalation frameworks** that removed renewal surprises.
 - Owned the full **customer lifecycle** with consistent QoQ **CSAT 9** and reliable **value realisation**

Siemens Financial Services | National Business Development Manager Bengaluru & Mumbai | 2017 – 2021
Siemens Financial Services is the equipment and captive financing arm of Siemens AG.

- Market Expansion and Strategic Partnership**
- Started as an intern, went up to Building software financing (new)portfolio for Siemens scaling to a **₹50 Cr BoB in 2 years, accelerating digital transformation.**
 - Owned **₹300 Cr+** healthcare, software, and industrial financing portfolios, enabling faster **CXO-level investment** and approval cycles.
 - Strengthened partnerships across **8+ business units** and **120+ channel partners,** improving **customer experience** and **deal velocity.**

- Process Innovation and Change Management**
- Launched **automated risk-scoring** and approval tool used by **180+ sales reps,** improving **decision speed** and **consistency**
 - Delivered **40+ large-format** enablement sessions (50–100 participants) to **drive adoption** of **new offerings** and to boost captive financing.

- Cross Functional Collaboration**
- Partnered with **marketing, legal, operations and risk teams** to shape financing models, ensure compliance and streamline approval.
 - Worked with global teams (**Germany, China and Russia**) to apply global best practices and evolve products for the Indian market.

EntitledArts | Business Development Executive Nagpur | May 2014 – May 2015
Website and mobile app development start-up.

- Generated **500+ international leads** (US, UK, Europe, Australia), contributing to recurring pipeline and revenue.
- Improved **proposal accuracy** and **scoping alignment** through collaboration with UI/UX and engineering teams.
- Strengthened client **retention** through structured **communication** and **milestone-based project management.**

Education & Achievements

- 🎓 **MBA** – Marketing & E-Business | Welingkar Institute of Management | 2015 - 2017
- 🎓 **B.Tech** – Electronics & Communication | Nagpur University | 2010 - 2014

Certifications: AI & Digital Transformation (Coursera) | Strategic Customer Success (LinkedIn) | Fundamentals of Marketing (IIM Lucknow)

- Achievements & Awards**
- Winner – Siemens Vendor Excellence Award,** for onboarding highest channel partners in a FY.
 - Runner-up - Siemens Matters, CEO COF global Success Stories** FY20
 - Recognized by Siemens India Leadership team under **#BuildNewBenchmarks**
 - Winner - Won Success story of the Quarter** award in Sprinklr
 - Top 3 – IIT Madras Business Strategy Competition,** awarded for innovative strategic problem-solving during MBA.

More About Me

I value clarity, simplicity and transparent communication. Outside work I enjoy growing plants, reading and going on long walks with my dogs. 🐾