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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, IQVIA, and Boston University*.

Strong at value realisation, escalation management, executive alignment, and stabilising complex multi-region accounts.

Focus Areas

Customer Success & Growth | Value Mapping | Stakeholder & Escalation Management | Renewals & Revenue Retention | Adoption | Risk Management | Cross-Functional Leadership | KPI | Data-Driven strategy | Process Optimisation & Playbooks | Account Management | Change Management

Professional Experience

Sprinklr | Customer Success Manager; Sr Consultant

Remote | 2021 – 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 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**.
- 90%+ logo retention** by building strong **champions**, and designing **industry focused roadmaps**. Secured **10+ multi-year renewals**.
- Unlocked **expansion** in **66%** of accounts by focusing on KPI linked outcomes, positioning **revenue-impact capabilities**.

Stakeholder Management

- Led **multi-region onboarding** across US, EMEA, and APAC.
- Ran **ROI-focused EBRs**, ensuring executive alignment on goals; **30-60-90 day success plans** ensuring value delivery for practitioners and **sponsors**
- Mentored CSMs and built **reusable playbooks** for **prioritisation**, and **value storytelling**, improving **predictability**.

Risk and Escalation Management

- Stabilised **red-flagged enterprise accounts** through **structured recovery motions**; coordinated cross-functional execution.
- Reduced **churn risk** by **20%** via right **expectation-setting**, and **escalation frameworks** that removed renewal surprises.
- Owned the full **customer lifecycle** with consistent QoQ **CSAT 9**

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 a (new)vertical for Siemens India 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 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 | 2014 – 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

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)

Honors & 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 (twice) – **Success story of the Quarter** award in Sprinklr
- Top 3 – **IIT Madras Business Strategy Competition**, awarded for innovative strategic problem-solving during MBA.

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