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Bengaluru

CORE SKILLS

Sales & GTM

- B2B SaaS Sales (Outbound & Inbound)
- Account Executive / Quota Carrying
- ARR, ACV, Pipeline Management
- Mid-Market & Enterprise Sales
- 0→1 GTM & New Vertical Launch
- Pricing & Commercial Negotiation

Tools

- CRM: Salesforce / HubSpot
- Prospecting: Apollo, ZoomInfo, LinkedIn Sales Navigator
- Sales Enablement & Forecasting

EDUCATION

MBA: Marketing

Narsee Monjee Institute Of Management Studies

Bengaluru

B.Tech: Mechanical Engineering

Amrita Institute Of Technology
Coimbatore

WEBSITES, PORTFOLIOS AND PROFILES

- [linkedin.com/in/anurag-bhattacharya-4ba844166](https://www.linkedin.com/in/anurag-bhattacharya-4ba844166)

ANURAG BHATTACHARYA

Enterprise Sales – B2B SaaS

SUMMARY

Revenue-driven SaaS sales leader with 8+ years of experience building and scaling outbound and hybrid GTM motions across India, US, APAC, and EMEA. Proven track record of closing \$1M+ ARR, launching 0→1 verticals, and selling AI and SaaS products to mid-market and enterprise customers. Strong at discovery, demos, multi-threading, and closing complex deals.

EXPERIENCE

Jeeva.ai – Enterprise & Mid-Market Sales (Silicon Valley Series A - Project) 10/2025 - 12/2025

- Owned a \$100K ARR monthly quota, closing AI agent solutions via outbound-led GTM. Achieved a target of \$100k ARR every month.
- Built and executed high-velocity outbound across email, LinkedIn, and calls targeting US mid-market accounts.
- Ran structured discovery and role-based demos; converted pilots into paid contracts with defined success metrics.
- Multi-threaded across Economic Buyers, RevOps, GTM, and Security teams to close deals.

Graphy - Senior Manager – Enterprise Sales

08/2023 - 10/2025

- Generated \$1.1M ARR by launching and scaling a 0→1 business vertical.
- Built repeatable outreach, onboarding, and pipeline processes with 3–4x coverage.
- Closed and onboarded 4+ customers/month, significantly increasing revenue contribution.
- Led offline GTM events across multiple cities to drive enterprise partnerships and retention.

Rigi - Manager - Business Development

05/2022 - 08/2023

- Drove consistent MoM revenue and GMV growth across creator and SaaS monetization offerings.
- Designed acquisition, retention, and expansion strategies.
- Contributed to product roadmap, category launches, and investor fundraising narratives.

Winuall - Partnerships & Alliances

05/2021 - 05/2022

- Contributed to product roadmap, category launches, and investor fundraising narratives.
- Drove upsell and cross-sell motions within existing creator ecosystems.

WheelStreet - Business Development Manager

01/2017 - 06/2019

- Contributed to product roadmap, category launches, and investor fundraising narratives.
- Built pipelines through territory planning and customer qualification.

Tennex Consulting Pvt Ltd - Assistant Manager

05/2015 - 12/2016

- Managed client relationships to ensure satisfaction and address concerns promptly.
- Coordinated project timelines ensuring resources were allocated effectively.

Personal Information

Title: Senior Business Development Manager