

SHAONLI NATH

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EXECUTIVE SUMMARY

Full-stack B2B marketing leader with experience helping scale a SaaS business from ~\$200M to ~\$1B ARR. I have built category narratives and revenue engines from the ground up managing product marketing, demand generation, PLG, and sales activation. I translate product vision into sharp messaging and programs, while coaching high-performing teams and managing a complex global stakeholder matrix. My experience across enterprise SaaS, digital media, FMCG, and advertising gives me a rare combination of B2B technology depth and consumer intuition.

PROFESSIONAL EXPERIENCE

Director, Product Marketing – Employee Experience

Freshworks | Jun 2025 – Present

Leading a team of 6 PMMs and aligning product, sales, demand, and leadership around narrative and messaging, and sales execution for Freshservice:

- **GTM & Revenue Ownership:** Lead GTM for a \$50M+ ESM BU, launching a new SKU that expanded Freshservice beyond IT buyers to business leaders, including CHROs
- **Category & Platform Narrative:** Shape executive storytelling, launch messaging, and market-facing content for Freshservice
- **Analyst Relations & Market Validation:** Worked on Forrester Wave and Gartner Magic Quadrant submissions, aligning product capabilities, customer proof, competitive differentiation, and analyst-facing positioning; contributed to highest-ever placements
- **Flagship Launch Moments:** Built Refresh 2025/2026 programming, sales kickoffs, leadership keynotes, and key field events aimed at executive and technical buyers
- **PLG & Growth Systems:** Built a 0→1 PLG motion using telemetry and behavioral signals to improve activation, onboarding, and lifecycle engagement, generating \$150K+ in pilot
- **Experimentation Engine:** Architected and drove a 3 quarter org-wide rapidly iterating experimentation engine to improve lead volume, upmarket mix and win rates
- **Sales Partnership:** Drove field sales programs and enablement in line with AOP priorities
- **AI in GTM:** Champion AI-enabled GTM systems across messaging, win/loss, competitive intelligence, and pitch coaching, improving GTM adoption speed and consistency

Director, Integrated Marketing (*Jan 2025 – Jun 2025*)

Senior Integrated Marketing Manager – GTM Strategy (*Mar 2023 – Dec 2024*)

Integrated Marketing Manager – Freshchat & Freshmarketer (*Mar 2022 – Mar 2023*)

Freshworks | Mar 2022 – June 2025

- **Pipeline & Multi-Channel Budget Ownership:** Led integrated marketing, managing a team of 5 and ~\$10M annual budget to drive \$60M pipeline, leveraging a channel mix of digital, webinars, events, publisher syndication, and lifecycle channels
- **Field & Partner Campaign Enablement:** Designed global campaigns-in-a-box for field and partner marketing teams, enabling consistent rollout of messaging, content, webinars, event plays, and sales assets across regions. Partnered with AWS from 2022–2025 on MDF-funded

campaigns across webinars, content, and digital programs, achieving 3x pipeline-to-spend on ~\$500K annual budgets

- **ABM & Paid Digital:** Built and scaled ABM through Demandbase; pioneered a brand-to-demand playbook on LinkedIn, reducing CPL by 25% and increasing MQL→SAO conversion by 40%
- **Lifecycle & Marketing Operations:** Partnered with RevOps and MarkOps to design CRM-led lifecycle programs across nurture, reactivation and opportunity acceleration

Staff Program Manager – Chief Growth Officer’s Office

Freshworks | Jan 2021 – Mar 2022

- Drove OKR planning, AOP strategy, and cross-functional GTM initiatives
- Led repositioning of Freshsales and Freshmarketer into a combined product offering

Chief Manager, B2B Marketing

Times Internet | Mar 2019 – Jan 2021

- Owned **messaging and positioning** for India’s largest digital news portfolio across Times of India (TOI), Economic Times (ET), and other Times Internet platforms, supporting 100+ sales reps with narratives, pitch content, and sales tools to improve deal volume and velocity
- **Led a 4,000+ user research initiative** that informed the repositioning of ET as a premium digital destination for India’s business decision makers, bolstering premium ad sales offerings
- Introduced and scaled **Brand Lift Studies** as a value-added ad solution, strengthening Times Internet’s ability to prove campaign impact and improve advertiser confidence

Brand Manager – GoodKnight

Godrej Consumer Products | Jun 2018 – Mar 2019

- Managed a ~\$60M / ₹550 Cr **rural brand portfolio** for GoodKnight, owning brand strategy, consumer insight, media planning, and execution pan-India.
- Developed a rural-first playbook by translating consumer insights, category dynamics, and regional nuances into sharper communication and activation choices
- Launched GoodKnight Neem Agarbatti, building the proposition and GTM plan for a mass-market innovation that delivered ~\$3M revenue in year one

Early career in Advertising and Supply chain (Dentsu, Hindustan Unilever) | 2011–2017

- Developed storytelling and copywriting skills, managing clients such as Honda, Airtel, Canon
- Built operational rigor through a supply chain leadership trainee role at Hindustan Unilever

EDUCATION

Indian School of Business (ISB)

Post Graduate Program in Management (2018) | Marketing, Strategy & Public Policy | Merit Scholar (Top 1%, 50% tuition fee waiver)

National Institute of Technology, Warangal

B.Tech in Chemical Engineering (2011)