

RATHNAKUMAR A

SUMMARY

I'm a revenue-driven professional with over 15 years of experience in business development, customer success, and key account management in the AI, SaaS, EdTech, and IT infrastructure industries. I've managed multiple teams over the years, in India and in the US, and scaled business processes, both in the customer success/account management domains, as well as in B2B sales.

I'm also an energetic and creative person, and I have been associated with the theater society in Chennai, acting and directing live theater shows and plays since 2010. I have substantial experience in training and motivating people through Landmark Education, where I have been an introduction leader and communication coach. I'm also a Lion's Club member, through which I've organized blood donation camps for close to 8,000 donors, apart from sponsoring the education of 25+ children from a slum in Chennai.

EXPERIENCE

Director of Customer Success & Sales Development, 01/2024 - Current **Murf.ai - Chennai, India**

- Built Customer Success and Account Management teams from scratch, attaining a 99% NRR target at year's end (Q4 2024).
- Drove NRR growth from 114% to 128% by exceeding all expansion revenue targets.
- Led a team comprising four CSMs, two AMs, and RevOps, focused on onboarding, client retention, expansion, and customer advocacy.
- Created and led the Executive Sponsorship program to enhance relationships with Top 50 customers through direct engagement with Murf.ai leadership.
- Implemented lifecycle NPS to gather feedback at key customer stages—after sales, onboarding, adoption, and renewal—enabling targeted improvements across functions.
- Built the SDR function from scratch, managing both the inbound and outbound channels
- Within a quarter, delivered 50 opportunities that led to \$250K in pipeline.

Global Director of Account Management, 11/2022 - 09/2023 **Chargebee - Chennai, India**

- Achieved 183% attainment in Q1 2023, 120% in Q2 2023, and 100% in Q3 2023, demonstrating consistent revenue growth.



CONTACT

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SKILLS

- Customer Success
- Sales Management
- Enterprise Sales
- Customer Trend Analysis
- Sales Projections
- Sales Quota Management
- Portfolio management
- Training development
- New Hire Onboarding
- Recruiting onboarding
- Employee Retention
- Decision Making
- Problem Solving
- Relationship Building

- Directed the global account management team to manage renewals and expansion revenue from existing customers.
- Led team of two regional managers overseeing account managers across U.S., Amsterdam, and India, ensuring alignment with global account strategies.
- Developed SOP for account management team, establishing clear guidelines for day-to-day operations.

Director of Account Management, 01/2022 - 11/2022

Chargebee - Chennai, India

- Led account management team to increase expansion revenue from existing customers in EMEA & APAC.
- Increased the share of contribution to expansion revenue from EMEA/APAC from 45% in 2021 to 52% 2022 during an economic downturn
- Led expansion planning and development to enhance growth of existing accounts.
- Developed expansion forecasts and schedules to align with targeted growth objectives.
- Mentored and internally promoted successful account management team members into managerial positions to drive company growth.

Senior Manager, Customer Success, 01/2021 - 12/2021

Chargebee - Chennai, India

- Managed customer success operations in North America to improve satisfaction and support.
- Achieved retention and expansion goals for N. America region, contributing to overall customer satisfaction and loyalty.
- Managed 4 team leads (2 in India and 2 in the US), 20 CSMs (14 in India and 6 in the US) and 3 account managers
- Led team to achieve 100% y-o-y revenue growth from customers in N. America, significantly enhancing regional profitability.
- Secured highest net revenue retention (140%) across all regions by implementing effective customer success strategies.
- Led cross-functional strategic initiatives that resulted in increasing product integration adoption and maintaining the churn rate at 1% for 6 quarters
- Won the President's Club award for best manager of the year for CS

Manager, Customer Success, 03/2020 - 12/2020

Chargebee - Chennai, India

- Led customer success team for North America, focusing on enhancing client satisfaction and retention
- Managed team of eight csm and two account managers, driving alignment in customer engagement strategies
- Received Best Manager Award for three consecutive quarters, recognizing consistent excellence in leadership

Sales Manager - Startup, 09/2019 - 02/2020

Chargebee - Chennai, India

- First time in the company's history to cross half a million dollars in a quarter from the startup segment
- Managed the Startup segment AEs across regions (APAC, AMEA and AMER) - Achieved 35% increase in ARR achievement from the startup segment
- Established processes and structures to scale team operations and improve deal conversion rates
- Coached AEs on discovery call best practices and negotiation techniques to enhance sales effectiveness

Enterprise Account Executive, 07/2019 - 09/2019

Chargebee - Chennai, India

- Handled new Enterprise customers in the European market and created a pipeline in three months.

Account Executive, 08/2018 - 06/2019

Chargebee - Chennai, India

- Generated new sales in US SMB market, contributing to overall revenue growth.
- Achieved 100% of sales targets consistently each quarter, demonstrating reliability and performance.
- Received 'Star Closer' award for outstanding sales performance at annual sales kickoff.

Sales Development Representative, 01/2018 - 07/2018

Chargebee - Chennai, India

- Qualified leads in US and European markets to support sales efforts
- Consistently achieved 200% of the monthly target
- Conducted outreach to potential clients through email and phone campaigns.
- Managed lead qualification process to ensure high-quality prospects.
- Collaborated with sales team to refine messaging and improve outreach strategies.

Regional Manager, 06/2017 - 12/2017

FDSHive - Chennai, India

- Implemented business initiatives to expand market presence in South India.

Deputy General Manager - Sales & Marketing, 05/2015 - 05/2017

Pagalguy.com - Mumbai, India

- Handled P&L for South India and international markets.
- Increased the revenue contribution from S.India by 85% and from International customers by 45%
- Hired and managed a team of three sales reps and 3 campaign managers

Business Development Manager, 06/2012 - 04/2014**JMV Services (India) Private Limited - Chennai, India**

Outlined key responsibilities:

1. Head the business for Chennai market
2. Take care of the business from DELL
3. Nurture a team of executives

Achievements:

Effectively converted 80% of hospitality sector, which was earlier running on pirated Microsoft software, in Pondicherry. This resulted in Microsoft business worth INR 70 lakhs and the company being promoted from tier 3 partnership to tier 2 partnership.

Business Development Executive, 01/2011 - 04/2012**Frontier Business Systems Pvt Ltd - Chennai, India**

Documented key accomplishments

1. Completed \$21,500 bottom-line target for the year.
2. Had 2 of my customers in the country's top 25 customers of the year.
3. Completed DELL Sales certification in Desktops, Laptops, Servers and Storage and was the only one to do so.
4. Was one of the key persons in creating the corporate anthem for the company.

Business Development Executive, 06/2010 - 11/2010**CADD Centre India Pvt Ltd - Chennai, India**

- I was working for the company CADD Center Printing and Scanning Technologies India Pvt Ltd which was into sales of A0 size printers, plotters, scanners and 3D printers.
- Brought in new customers as a Business Development Executive. Completed sales worth \$18,000 USD.

Business Development Executive, 01/2010 - 06/2010**Acme Infotech - Chennai, India**

- Acme Infotech is an IT hardware services and sales company predominantly offering Annual Maintenance Contracts (AMC) for computers, servers and networks.
- Brought in new customers requiring maintenance contracts for their IT infrastructure.

EDUCATION**Post Graduate, Management, Marketing, 01/2015****Great Lakes Institute of Management - Gurgaon**

- Summa cum laude graduate
- Best 'Student Council Member' award
- Completed coursework in Marketing, Analytics and Operations

Bachelor of Engineering (B.E, Electrical and Electronics Engineering, 01/2009**Sr Venkateswara College of Engineering - Chennai, India**

CERTIFICATIONS




Google Google Sales Certification
LinkedIn - Leading with Intelligent Disobedience
LinkedIn - How to Be Both Assertive and Likable
LinkedIn - Get Promoted Faster
Act Like a Leader - Delegating from a Distance
Excel for Business Bootcamp - Pavilion

INTERESTS

- Theater and acting
- Avid sports fan (Football, Cricket and Formula 1)
- Reading books

LANGUAGES

English: First Language

English:	C2	Tamil:	C2
	Proficient		Proficient
Hindi:	A2		
	Elementary		