

NILADRI MITRA

Customer Success | Account Management | GTM

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PROFESSIONAL SUMMARY

Customer Success professional with 9+ years across customer success, technical account management, and post-sales operations for B2B SaaS platforms spanning application and web security, compliance automation, email infrastructure, and developer tools. Built the CS function from the ground up, owning onboarding, adoption, retention, renewals, and expansion for portfolios up to \$3M ARR at 110% net revenue retention. Trusted by Fortune 500 and high-growth accounts including Unilever, Shell, Samsung, HDFC Bank, and Commercial Bank of Qatar, with strong cross-functional collaboration across sales, product, engineering, and marketing.

KEY ACHIEVEMENTS

- Delivered 110% NRR and 98% GRR across enterprise portfolios up to \$3M ARR through structured renewal and expansion motions.
- Built Customer Success operations from scratch: health scoring, lifecycle playbooks, QBR cadences, and renewal automation.
- Led 450+ security POCs at a 90%+ POC-to-closure rate and created an \$800K upsell and cross-sell pipeline across Fortune 500 accounts.
- Sustained 95%+ CSAT and 9 to 10 NPS while cutting technical escalations 35% and onboarding time 40 to 50%.
- Achieved 100% QBR completion across enterprise portfolios and 100% renewal rate on a 90+ account compliance book.

PROFESSIONAL EXPERIENCE

Customer Success Consultant | Sendworks & Astra Security

Sept 2024 to Oct 2025

Remote, India

Email infrastructure (SendX, SendPost, SendVerify) and web security | \$1.2M ARR portfolio | \$125K upsell quota

- Served as first point of contact for product support and API integrations, leading technical discovery and demos for 50+ accounts and achieving 85% feature adoption.
- Ran POCs for the SendPost API beta with 15 customers, mapping technical requirements to product capabilities and generating \$125K in pre-launch commitments.
- Delivered technical onboarding for Shopify and Stripe integrations, cutting implementation time 40%, and scaled adoption for accounts sending 100M+ emails monthly.
- Reduced technical escalations 35% through documentation, API guides, and weekly implementation workshops.
- For Astra Security, built the CS onboarding pipeline, implemented HubSpot renewal automation to eliminate renewal misses, and led the support migration from Freshdesk to Pylon.

Tools: HubSpot, Pylon, Intercom, Freshdesk, Postman, Metabase

Senior Customer Success Manager | Appknox

Jan 2023 to April 2024

Bengaluru, India

Mobile application security platform | \$3M ARR portfolio | 110% NRR

- Led a team of junior CSMs and product support engineers, ensuring streamlined enterprise onboarding and owning escalation management end to end.
- Created an \$800K upsell and cross-sell pipeline across strategic accounts including Unilever, Shell, Samsung, HDFC Bank, and Commercial Bank of Qatar.
- Achieved 100% QBR completion and drove an 85% increase in product and feature adoption across the portfolio.
- Spearheaded commercial RFP responses and vendor TPRM processes alongside the sales team, accelerating enterprise deal cycles.
- Partnered with product on roadmap prioritization from customer feedback and supported marketing on GTM motions.

Tools: HubSpot, Pendo, Metabase, Crisp

Customer Success Manager | Sprinto

July 2021 to Dec 2022

Remote, India

Compliance automation platform (SOC 2, ISO 27001, GDPR, HIPAA, HITRUST, CCPA)

- Onboarded and supported 90+ SaaS companies through compliance programs, including a record fastest attestation of 7 days from product adoption to auditor sign-off.
- Achieved 100% QBR completion and 100% renewal rate, protecting the full ARR base with zero churn.
- Sustained CSAT of 9/10 and NPS of 9 to 10 across accounts including HackerRank, Whatfix, Nium, Anaconda, and PensionBox.

Technical Account Manager | Appknox

Jan 2019 to July 2021

Bengaluru, India

Mobile application security platform (SAST/DAST)

- Led POCs for 450+ SAST and DAST security assessments at a 90% POC-to-closure rate, driving renewals and expansion across the portfolio.
- Maintained 99.9% SLA compliance through proactive monitoring and rapid escalation management.
- Reduced mean time to resolution 40% through streamlined engineering collaboration.
- Onboarded 100+ customers at a 90% completion rate and cut support tickets 25% through self-serve documentation.

Early Career Experience | HPE, Pragathi Solutions, Imbrute

Feb 2017 to Dec 2018

Bengaluru, India

- Service Segment Manager, Hewlett Packard Enterprise (via TEKsystems): managed maintenance and upgrades of 3PAR data centers for Vodafone, T-Mobile, and General Motors on global shifts.
- Sales and Support Engineer, Pragathi Solutions: sold data loggers, laser measurement systems, and industrial automation to Maruti Suzuki, MAN Trucks, Volkswagen, and John Deere.
- Web Developer, Imbrute Technologies.

SKILLS

Customer Success: Onboarding, adoption, retention, renewals, upsell and cross-sell, churn management, health scoring, customer journey mapping, QBR and EBR design, escalation management, voice of customer, CSAT and NPS programs, renewal forecasting

CS & GTM Platforms: Salesforce (MEDDIC/MEDDPICC), HubSpot, Pylon, Pendo, Zendesk, Freshdesk, Intercom, Crisp, Metabase, Appsmith

Security & Compliance: DSPM and CSPM, application security (SAST/DAST), SASE, CASB, Burp Suite, SOC 2, ISO 27001, GDPR, HIPAA, vendor TPRM and RFP workflows

Technical: REST APIs, Postman, Linux and CLI, CI/CD (GitOps, Jenkins), GitHub, JIRA, Confluence, Notion, AWS and GCP (Azure exposure)

AI & Automation: AI agent workflows with Claude, GPT, and Make.com for CS operations at scale

CERTIFICATIONS

Google Cybersecurity Professional Certificate	Google, 2025
Certified Ethical Hacker (CEH)	EC-Council, 2019 (expired 2022)
CompTIA Linux+ (training programme)	Simplilearn, 2020
Sales Enablement	HubSpot Academy, 2025 (valid to 2027)

Customer Success & AI, 2025: AI-Powered Customer Success, GenerativeAI for Customer Success, GenAI for Customer Support, GenAI for Customer Service Teams, AI for Customer Experience with Chatbots and Analytics, Designing a Customer Support Chatbot Using Flowise, Improving Customer Retention, Voice of the Customer, Fundamentals of Customer Acquisition Management (Coursera)

Generative AI, 2025: Introduction and Applications, Prompt Engineering Basics, Generative AI for Sales Professionals, Boost Your Sales Career (IBM)

Security, Risk & Compliance, 2024: CISSP Cert Prep, CISA Exam Prep, Cybersecurity Foundations: GRC, SOC 2 Compliance Essential Training, Security Frameworks Fundamentals (LinkedIn Learning)

Engineering & Cloud: Application Security for Developers and DevOps Professionals, Monitoring and Observability for DevOps (IBM, 2025), Crash Course on Python (Google, 2025), Introduction to AWS Cloud Security, OWASP Top 10 (Pluralsight, 2020)

Additional: Project Management Fundamentals (Microsoft, 2025), AI Essentials for Sales Professionals, Introduction to Artificial Intelligence (LinkedIn Learning, 2024)

EDUCATION

Post Graduate Diploma in Management (PGDM), IT Project Management	2017 to 2020
Welingkar Institute of Management (Distance Learning)	
Bachelor of Engineering (BE), Computer Science & Engineering	2012 to 2016
SCT Institute of Technology (VTU, Belagavi)	