

Swathi Perumalla

Strategy & Operations | Business Operations, KPIs & Planning | AI & B2B SaaS, 2x Founder

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PROFESSIONAL SUMMARY

Strategy and operations leader with 8+ years building early-stage and scaling AI companies. 2x founder (raised \$500K pre-seed and built an MVP to product-market fit). As Chief of Staff at Sirion AI and Skit.AI (conversational voice AI), owned company-wide operations and KPI tracking, built core cross-functional teams, ran delivery and customer success, worked with Finance on M&A budgets and integration, and helped raise a \$5.1M Series A and \$23M Series B. At KreditBee, reduced loan disbursement time from months to minutes with automated internal tools. Comfortable owning ambiguous zero-to-one problems end to end, from strategy to hands-on execution. Brown MSc in Innovation, Management and Entrepreneurship.

EXPERIENCE

Jusnd — Head of Product

2024 – 2026

Messaging app for SMBs that manages orders and order tracking, connected to WhatsApp, Instagram, and business pages.

- Led GTM and forward-deployed work with SMB customers, alongside the founders.
- Drove business building and growth through SMB partnerships.

Sirion AI — Global Chief of Staff

2022 – 2024

USA, EU, France, Canada

- Owned company-wide operations and KPI tracking to keep departmental goals aligned with the CEO's vision; managed 4 direct reports and influenced operations for 1,500+ employees.
- Collaborated with the CEO and Finance on M&A budget approvals, buy-ins, and strategic integration projects; held signing authority for executive-level perks, work-condition negotiations, and international office acquisitions.
- Core member of the M&A team that led the acquisition of ZenDoc, analyzing product fit and integration with the CTO; post-acquisition, worked with the ZenDoc CEO to integrate AI verticals into Sirion's CLM suite.
- Served a 3-month interim Chief of Staff tenure to the CTO, leading org restructuring, tech enablement, and creation of a client-implementation integration vertical.
- Served as a key advisor to the CEO, participating in boardroom meetings and confidential calls to support high-level decision-making and investor relations.
- Played an instrumental role in recruiting the CPO, CMO, CRO, and CSO; partnered with the Board on role-mapping for executive hires and led onboarding for new CXO-level leaders.
- Partnered with the CPO on churn mitigation, identifying at-risk accounts and executing combat-churn strategies.
- Directed global product launches from ideation through go-to-market across CLM platforms, positioning Sirion as a category leader reflected in analyst mentions and forums such as WorldCC.
- Co-authored and presented product roadmaps to Fortune 500 clients and internal stakeholders; facilitated the Customer Advisory Board for US and India markets.
- Managed the Product Marketing function, aligning product releases with campaigns, customer messaging, and demo narratives.

Skit.AI / VernacularAI — Chief of Staff, Interim COO and Sales

2019 – 2021

New York

- Built the core cross-functional team, including Product Managers, Sales, Pre-Sales, Marketing, Delivery Managers, and Conversational Designers.
- Served on the 5-member executive leadership team driving organizational strategy, fundraising, and board-level planning.
- Oversaw Delivery and Customer Success teams, coordinating Product, Engineering, and Sales for on-time implementations.
- Played an instrumental role in raising a \$5.1M Series A and \$23M Series B, leading product demo strategy and market readiness.
- Managed go-to-market motion including messaging, positioning, and PR strategy; led product releases, case studies, and analyst relations.
- Owned the product lifecycle for voicebot and chatbot platforms end-to-end, from MVP to enterprise deployment, using JTBD and RICE frameworks to iterate on customer feedback.

Emeritus — Senior PM, Product, User Experience, GTM and Design

2022 – 2022

US, EU

- Directed multi-geo product launches across the US, EU, China, and India, and led a global brand and website revamp to support international scale.
- Designed a custom global application-management CRM and launched end-to-end features for classroom tracking, grading, and performance analytics.
- Owned two major verticals and implemented scalable design systems; offered promotion to Associate Director of Product Management.

KreditBee, KrazyBee, Peer2Peer Lending — Product and Sales

2017 – 2019

India

- Reduced disbursement time from months to minutes by building automated internal tools for loan processing, repayments, and delinquency tracking.
- Established the Product Success Ops function and optimized BPO workflows, reducing follow-ups and cost per customer-support resource.
- Launched MVP and multiple loan products reaching 1M+ downloads; scaled ticket sizes from Rs. 500 to Rs. 5L through strategic partnerships with Flipkart and Myntra.

Zenoti — Manager, Customer Success, Product and Ops

2014 – 2016

US

- Launched the Go5 app, establishing a new recurring-revenue stream, and implemented automation and in-app support systems for Customer Success teams.
- Key contributor to new-logo growth in Russia, the Middle East, and Singapore; served as Sales Head for new labels (B2B), managing activation, churn, and onboarding.
- Worked on identity and access management (IAM) for Zenoti features.

ADVISORY AND CONSULTING

- Advisor to startups, VCs, and enterprises across product, hiring, growth, and GTM since 2016. Clients include Google, Microsoft, KreditBee, Mpower, Emeritus, Eruditus, and stealth ventures.
- Stealth Startup, Interim Founder and Advisor, 2019 to 2022: Raised \$500K in pre-seed funding; built and validated an MVP achieving product-market fit.

SKILLS

Product, Data and GTM Tools: JIRA, Linear, Figma, Framer, Amplitude, Mixpanel, Looker, Tableau, HubSpot, Salesforce, Google Analytics, Miro

AI and Agentic Tools: Claude (Claude Code, Projects, MCP), ChatGPT/OpenAI, Perplexity, Lyrz, Databricks, LangChain, Cursor, v0, Notion AI, Gamma

Technical: Python for data workflows, low-code/no-code automation (Zapier, n8n), SQL, prompt engineering, agentic workflow design

EDUCATION

Brown University, USA

2017

MSc in Innovation, Management and Entrepreneurship.

Relevant Coursework: Consultant to BLab and startups; Supplemental Teaching Assistant (STA), ENGN 0900 Managerial Decision Making (Prof. Barrett Hazeltine), 2017; semi-finalist, Rhode Island Business Plan Competition 2017 (BridgeWell team); selected for the Brown 125 Years women's pitch event (2017); Women's Entrepreneurship (WE@Brown) incubator, first cohort (2017). Founder of Cancer Research Perovskite Materials project, with patent rights owned by Brown University.

JNTU, India

2014

B.Tech in Electronics and Communication Engineering.

Relevant Coursework: Interned at Adobe, SBI, and Transcontinental.

ACTIVITIES

MassChallenge Mentor & Judge, 2018–2022.

30s.house (2025 – Present): Solved 20+ business cases by connecting founders to the right people; helped a D2C brand extend its runway from 3 months to 18 months.