Swathi Perumalla

Customer Success Leader | Onboarding, Retention & Churn Reduction | Enterprise SaaS & AI

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PROFESSIONAL SUMMARY

Customer Success and operations leader with 8+ years in enterprise SaaS, AI and fintech. At Sirion AI, partnered with the CPO on churn mitigation, identifying at-risk accounts and executing combat-churn strategies, facilitated the Customer Advisory Board for US and India markets, and created a client-implementation integration vertical. At Skit.AI, oversaw Delivery and Customer Success teams, coordinating Product, Engineering and Sales for on-time enterprise implementations. At KreditBee, established the Product Success Ops function and took on customer success beyond product. At Zenoti, managed activation, churn and onboarding for new B2B labels and built automation and in-app support systems for Customer Success teams. 2x founder. 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

- Partnered with the CPO on churn mitigation, identifying at-risk accounts and executing combat-churn strategies.
- Co-authored and presented product roadmaps to Fortune 500 clients and internal stakeholders; facilitated the Customer Advisory Board for US and India markets.
- 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.
- 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.
- Managed the Product Marketing function, aligning product releases with campaigns, customer messaging, and demo narratives.
- 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.
- Served as a key advisor to the CEO, participating in boardroom meetings and confidential calls to support high-level decision-making and investor relations.
- 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.
- 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.

Skit.AI / VernacularAI — Chief of Staff, Interim COO and Sales 2019 – 2021

New York

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

Emeritus — Senior PM, Product, User Experience, GTM and Design 2022 – 2022

US, EU

- Designed a custom global application-management CRM and launched end-to-end features for classroom tracking, grading, and performance analytics.
- Directed multi-geo product launches across the US, EU, China, and India, and led a global brand and website revamp to support international scale.
- 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

- Established the Product Success Ops function and optimized BPO workflows, reducing follow-ups and cost per customer-support resource.
- Led product as the sole product person, reporting directly to the founder; took larger ownership beyond product, including customer success and QA.
- Reduced disbursement time from months to minutes by building automated internal tools for loan processing, repayments, and delinquency tracking.
- 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

- 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.
- Launched the Go5 app, establishing a new recurring-revenue stream, and implemented automation and in-app support systems for Customer Success teams.
- 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, Lyzr, 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.