

# MAHESH IYER

SVP – SAAS, OUTSOURCING, CONSULTING & IT

## EMEA, NORTH AMERICA, APAC ON-DEMAND GTM, SALES, RevOPS, DIGITAL TRANSFORMATION

### 👤 Profile

Seasoned Executive with 27+ years in Sales, Pre-Sales, Marketing, Digital Transformation, and GTM strategies across SaaS, Outsourcing, and IT. Adept in P&L management and a track record of driving YoY revenue growth in NA, APAC, and EMEA. Expert in start-up launches, team leadership, and innovative growth plans that boost brand and customer base. Skilled in converting struggling units to profit centers through strategic moves and C-suite partnerships. Specializes in multimillion-dollar deals in diverse global markets.

### 📁 Employment History

#### Founder & Chief Growth Officer at RCG (SaaS, Consulting, Outsourcing), Hyderabad

April 2023

At RCG, I've taken on the mantle of helping businesses soar to new heights, redefining their paths to success with bespoke strategies rooted in in-depth analysis and Big 4 consulting frameworks. I engage at the companies' core, designing innovative Go-to-Market (GTM) plans and sales strategies, fostering sustained growth, and carving out legacies in various industries.

#### Highlighted Projects:

- Retail Merchandising Venture:** Assisted an Indian Retail Visual Merchandising firm in sculpting a sales funnel and crafting a region-specific GTM, expanding their market footprint.
- German Manufacturing Expansion:** Aided a major German manufacturer in establishing their India operations. Activities spanned from team building to formulating a dealer network and creating a region-centric sales playbook and GTM.
- IT Services Sales Boost:** Partnered with an IT firm to enhance their Inside Sales. Managed their sales operations, devised a custom GTM, and oversaw revenue optimization.

#### Core Responsibilities:

- Strategic Consultancy and Leadership: GTM Design:** Orchestrating GTM strategies grounded in data-driven insights to propel businesses forward.  
**Sales Strategy:** Crafting and executing sales playbooks for immediate and long-term revenue augmentation.
- Consulting Using Big 4 Frameworks: MBB-Style Consulting:** Implementing consulting paradigms inspired by McKinsey, Bain, and BCG to offer high-value, tailored solutions.
- First Principles Framework:** Leveraging a ground-up approach to break down and rebuild solutions, fostering sustainable innovation and growth.
- Inside Sales Expertise: Team Building & Management:** Establishing dynamic inside sales teams focused on scalable and repeatable sales processes.

### Details

Hyderabad, 500032, India, +91-8978910868

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Place of birth

Mumbai

Nationality

Indian

### Links

[Linkedin](#)

### Skills

Leadership

Sales Strategy

Go-To-Market

Pricing

Consulting & Solutions

SaaS Solution

Account Managment

### Hobbies

Podcast Host - The Mr. Iyer Show  
(Tech) Author - Self-Help Junkie to Action Hero

- **Industry Expertise:** Navigating unique challenges across sectors, including tech, healthcare, and fintech, to deliver strategies that are just as diverse as my client portfolio.

## **AVP Sales & Solutions at Highradius Technologies (SaaS), London**

August 2021 — April 2023

### **Role and Impact:**

- Orchestrated the EMEA mid-market division, synchronizing sales, marketing, and consultative elements as VP/GM for EMEA.
- Sculpted and deployed adaptive GTM plans, sales methodologies, and specialized solutions tailored to the mid-sized enterprise sector across Europe, the Middle East, and Africa.

### **Notable Achievements:**

- Cultivated strategic regional alliances, amplifying collaborative ventures and shared growth.
- Mobilized a cross-functional team, which cultivated a sales pipeline worth over \$5M within six months and yielded 87 prospective deals.
- Expedited the sales cycle, with the lead Account Executive closing a deal in just three months instead of the industry norm of 9-12 months.
- Steered targeted marketing campaigns, marking a prominent presence in pivotal industry events like Credit Expo & SSON in UK, Amsterdam, and Lisbon.

## **Chief Revenue Officer at Oorwin Labs Inc (SaaS), Hyderabad**

March 2020 — July 2021

### **Role and Impact:**

- Spearheaded end-to-end Go-To-Market (GTM) initiatives encompassing Sales, Marketing, Customer Success, Product Support, Strategic Alliances, and Revenue Operations.

### **Notable Achievements:**

- Cultivated international partnerships, extending Oorwin's influence across EMEA, the Americas, and Singapore.
- Orchestrated global sales teams across India, Singapore, and North America; innovated SaaS pricing strategies that surged Monthly Recurring Revenue (MRR) by 85%.
- Masterminded compelling investment pitches that secured venture capital backing.
- Engineered an integrated revenue tech stack, boosting operational efficiency across multiple business departments.
- Devised and executed sales strategies that skyrocketed revenue by 125%.

## **AVP Sales SEA & HK at Monster.com (Cloud), Hyderabad, Singapore**

December 2013 — March 2020

### **Role and Impact:**

- Introduced cutting-edge BRR, ORR, and CRR sales methodologies; commanded 150+ sales teams, achieving a balanced 60% retention and 40% new customer acquisition rate.

### **Notable Achievements:**

- Steered Monster's Core Products and Services to unparalleled performance levels.
- Revitalized branding and social media strategies, contributing to consistent regional growth and multiple performance awards despite degrowth in other regions. Implemented novel BRR, ORR, and CRR methodologies; supervised 150+ sales teams, achieving 60% retention and 40% acquisition.
- Despite other regions like India and the Middle East showing degrowth,

this region has shown growth every year in the 8-year history of the Monster. As a result, this region won many awards for its outstanding performance and growth.

### **VP Business Development at Polaris Financial Technologies (BPM, Outsourcing), Chennai, Singapore, Dubai**

May 2009 — December 2013

#### **Role and Impact:**

- Revered recipient of the 2012 IMEA Chairman's Excellence Award for monumental BPO Division turnaround.

#### **Notable Achievements:**

- Scaled revenue from a modest \$0.5M to a staggering \$10M, adding 3,500+ employees and acquiring 18 new clients in 4 years.
- Partnered with Vodafone's Customer Service leadership to revolutionize the High Net Worth Individual (HNI) customer experience.

### **GM Account Management at Aditya Birla Minacs (Outsourcing), Vadodara, Mumbai**

July 2008 — November 2008

#### **Role and Impact:**

- Led pivotal negotiations and bids, securing a landmark \$20M+ telecom account across multiple locations.

#### **Notable Achievements:**

- Amplified the largest ABM account, tripling the workforce and expanding to three new Indian locations.
- Revamped pricing structures, lifting profit margins from 10% to 20% and pioneering cross-language utility across four delivery points.

### **Account Leader at Etech Inc (Outsourcing), Gandhinagar**

November 2007 — July 2008

#### **Role and Impact:**

- Oversaw revenue and team expansion, driving transformative growth within the account.

#### **Notable Achievements:**

- Catapulted account revenue from a humble \$0.75M to an impressive \$5M+ in 9 months.
- Scaled the team from 50 to 250+ professionals, optimizing operations and service delivery.

### **Co-Founder at Purple Support Services (Consulting, Outsourcing, ICM), Mumbai**

September 2000 — November 2007

#### **Role and Impact:**

- Held concurrent roles as an Executive and Founder, guiding the organization through a period of exponential growth and acquisition.

#### **Notable Achievements:**

- Exceeded investor targets by tripling the 5-year business plan, transforming a \$0.5M startup into a \$30M enterprise.
- Secured a robust order book exceeding \$100M, solidifying the company's financial stability.
- Managed high-profile customer portfolios, including JP Morgan, Apnaloan.com, Cingular Wireless, Woo Solutions, and Virgin Airways.
- Orchestrated a global merger with a leading BPO, further enhancing market reach and operational capabilities.

## Education

### **MA - Economics, LPU**

June 2023

### **Digital Transformation, Indian School of Business**

February 2023 — May 2023

### **Google Analytics, Coursera**

February 2023 — March 2023

### **The Future of Payment Technologies, University of Michigan**

February 2022 — March 2023

### **Executive Program in Business Management (EPBM), IIM - Calcutta**

April 2015 — August 2016

### **Master's in Software engineering (MSE), Aptech Computer Education**

April 1994 — August 1997

### **Bachelor of Commerce, Mumbai University**

June 1993 — April 1996

## Affiliations

### **Inside Sales Certification**

American Association of Inside Sales Professional (AAISP)

## Accomplishments

### **Awarded by AA-ISP.**

- In the Top 25 Inside Sales Leaders – 2019 & 2020
- Hyderabad Chapter Leadership team – American Association of Inside Sales Professionals

### **Internations.Org**

- Ambassador for Hyderabad Expat Community

## VISA

Business Visa – UK

## Extra-curricular activities

Football, Cricket, Tennis