

SRINJOY DUTTA

Founder | Startup Operator | Growth & Commercial Strategist

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PROFESSIONAL SUMMARY

Founder, business builder, and commercial operator with **8 years of experience** building, scaling, and transforming businesses across SaaS, Digital Marketing, Technology Services, and Professional Learning. Built and scaled multiple ventures from the ground up, including a bootstrapped business generating **USD 350K+** in cumulative revenue, serving **10,000+ customers**, building a **150,000+ member** community, and leading a **30-member** cross-functional organization across multiple locations.

Following the successful scale-up of BizVidyalaya, deliberately expanded expertise across enterprise SaaS, digital marketing, full-cycle B2B sales, startup consulting, and international business development by taking operator roles across high-growth organizations while simultaneously building Slacor, a startup growth consulting firm.

Experienced in business strategy, go-to-market execution, commercial growth, customer acquisition, enterprise sales, marketing, hiring, operations, and cross-functional leadership. Known for turning ambiguous business problems into structured execution plans and partnering with founders to launch initiatives, build operating systems, improve commercial performance, and accelerate growth.

Seeking a **Founder's Office** opportunity to work directly with leadership teams, solve high-impact business challenges, and help build scalable organizations.

CORE EXPERTISE

Business Building: Business Strategy • Startup Operations • Company Building • Go-to-Market Strategy • Revenue Growth • Commercial Strategy • Business Planning • Market Expansion

Commercial & Growth: Enterprise Sales • Business Development • Customer Acquisition • Strategic Partnerships • Consultative Selling • Account Growth • Pricing Strategy • Sales Operations

Leadership & Execution: Cross-functional Leadership • Hiring & Team Building • Stakeholder Management • Performance Management • Project Management • Process Improvement • Operational Excellence

Marketing & Technology: Growth Marketing • Digital Marketing • CRM • Marketing Automation • WordPress • AI Productivity • Data-driven Decision Making

SELECTED BUSINESS IMPACT

- Bootstrapped a business to **USD 350K+** in cumulative revenue.
- Built and led a **30-member** organization across **3 locations**.
- Acquired and served **10,000+ customers** while building a **150,000+ member** community.
- Built a marketing function that generated **700+ qualified leads** and supported **USD 70K+** in new business.
- Generated **USD 60K+** in B2B revenue through full-cycle consultative selling.
- Co-founded a SaaS startup, acquiring **100+ restaurant businesses** across **25+ cities**.

PROFESSIONAL EXPERIENCE

Founder, Dutta Aegis

January 2024 - Present
Remote

Founded and operate a startup growth consulting firm helping early-stage businesses strengthen branding, digital presence, go-to-market execution, and customer acquisition through technology-driven growth solutions.

- Founded and scaled the business from inception, generating **USD 10,000+** in consulting revenue while serving **5 early-stage startups**.
- Delivered **10+ websites**, branding, GTM strategy, and growth consulting projects for startup founders across multiple industries.
- Built commercial proposals, pricing frameworks, and consulting methodologies, successfully closing projects worth up to **USD 1,800**.
- Worked directly with founders on customer acquisition strategy, positioning, service packaging, pricing, and commercialization.
- Built AI-enabled business workflows to improve proposal development, research, marketing execution, and internal productivity.

Sales Development Representative, Optimar Consulting October 2025 - April 2026 Chertsey, England, United Kingdom (Remote)

Lead enterprise outbound business development for an engineering consulting company delivering pre-construction and engineering outsourcing solutions across international markets.

- **Exceeded monthly meeting targets by 50%**, averaging **12 qualified meetings** against a target of **8**, earning **Top Performer** recognition for **three consecutive months**.
- Generated **65 qualified enterprise meetings** within **7 months**, with approximately **40%** progressing into qualified opportunities and **30%** converting into customers.
- Built enterprise outbound campaigns through cold calling, email, LinkedIn, referrals, video outreach, and account-based prospecting.
- Initiated commercial conversations with organizations including **Mace Group, Morgan Sindall Group, and Murphy Group**.
- Collaborated with engineering teams to position BIM, CAD, Estimation, Drafting, Rendering, and Engineering Design services based on customer requirements.
- Utilized **HubSpot CRM, Apollo.io, LinkedIn Sales Navigator, Lusha, Instantly, RingCentral, Microsoft Teams, and ChatGPT** to manage pipeline, outreach, and opportunity tracking.

Business Development Executive, ROI Mantra Inc. March 2025 - September 2025 Dallas, Texas, United States (Remote)

Owned the complete B2B sales lifecycle for digital marketing services including SEO, Website Development, Google Ads, Meta Ads, and Digital Marketing solutions.

- **Exceeded monthly revenue targets in 5 of 6 months**, generating an average of **USD 6,200** against a target of **USD 5,000**.
- Generated **USD 60,000+** in cumulative revenue, including **USD 36,500+** in new business through consultative selling.
- Managed the complete sales cycle including discovery, presentations, proposal creation, pricing negotiation, closing, onboarding, upselling, and account management.

- Closed **3–4 new clients every month** while maintaining a **5–7 day** average sales cycle.
- Leveraged **Pipedrive CRM, SEMrush, WooRank, WordPress, Google Workspace, and 3CX** to drive pipeline management and customer engagement.

Inside Sales Specialist, Flentis Corporation

January 2025 - March 2025

Fargo, North Dakota, United States (Remote)

Supported enterprise business development for **FlentisPRO VMS**, a cloud-based Vendor Management System serving Fortune 500 organizations across healthcare and manufacturing industries.

- Generated **28 qualified enterprise meetings** within **3 months** through outbound prospecting across Fortune 500 organizations and staffing firms.
- Executed high-volume, multi-channel outreach through cold calling, email, and LinkedIn while managing executive stakeholders across HR, Procurement, and Operations functions.
- Created **3 qualified enterprise opportunities** by conducting consultative qualification and coordinating discovery meetings with senior sales leadership.
- Initiated business conversations with organizations including **Daikin, Blue Cross Blue Shield, and UnitedHealth Group**.
- Leveraged **HubSpot CRM, LinkedIn Sales Navigator, ZoomInfo, and Microsoft Teams** to manage enterprise pipeline, stakeholder mapping, and opportunity tracking.

Digital Marketing Manager, Signal Expert Global FZE

April 2024 - December 2024

Indore, Madhya Pradesh, India

Built the company's marketing function from the ground up, partnering directly with the CEO to establish brand identity, customer acquisition systems, digital infrastructure, and performance marketing operations across India and the UAE.

- Built the **complete marketing function**, including branding, positioning, messaging, websites, SEO, content, and marketing operations for both **India and UAE** businesses.
- Designed and launched **2 WordPress websites**, owning UX, copywriting, landing pages, technical SEO, and conversion optimization.
- Generated **700+ inbound marketing leads** through content marketing, SEO, newsletters, and organic social media initiatives.
- Managed **22 Meta & Google Ads campaigns** across **Malaysia, UAE, UK, and Indonesia**, utilizing **INR 7 Lakhs+** in marketing spend and generating **250+ leads per month** supporting approximately **USD 70K** in new business.
- Recruited, trained, and led an **8-member marketing team**, introducing AI-powered workflows while presenting performance insights directly to the **CEO twice every week**.

Founder & Chief Executive Officer, BizVidyalaya

August 2020 - December 2023

Indore, Madhya Pradesh, India

Bootstrapped and scaled a digital learning and workforce upskilling company, leading business strategy, go-to-market execution, sales, marketing, finance, technology, operations, recruitment, and organizational growth.

- Built the business from **zero investment** to **USD 350K+ cumulative revenue**, maintaining approximately **28.6% Gross Margin** and **20% Net Margin**.

- Served **10,000+ paying learners** through **12 professional programs**, while building a **150,000+ member** learning community using affiliate marketing, referrals, newsletters, and digital acquisition.
- Designed the company's **affiliate-led growth model** and commercial strategy, creating a scalable customer acquisition engine with an average **Customer Lifetime Value (LTV) of USD 35**.
- Recruited, hired, trained, and led a **30-member cross-functional organization**, including a **22-member sales team**, operating across **3 office locations**.
- Managed budgeting, forecasting, pricing, hiring, operational systems, and long-term business planning while personally leading technology decisions and WordPress platform development.

Co-Founder, Nipsol (formerly KetchupHub)

January 2019 - December 2020
Gwalior, Madhya Pradesh, India

Co-founded a bootstrapped B2B SaaS startup helping restaurants digitize ordering and customer engagement through QR-enabled technology.

- Acquired and onboarded **100+ restaurant businesses** across **25+ cities** through founder-led sales and customer acquisition.
- Conducted **100+ customer discovery meetings**, translating market feedback into product improvements, pricing strategy, and commercialization decisions.
- Designed the company's **freemium pricing model** while helping reposition the business from **KetchupHub** to **Nipsol** based on customer adoption insights.
- Represented the company in entrepreneurship initiatives, gaining practical exposure to startup pitching, fundraising through startup competitions, including participation in programs associated with **IIT Bombay**, and product-market fit validation.

Sales Intern, Jaro Education

January 2020 - July 2020
Mumbai, Maharashtra, India

Started my career in consultative B2C sales, advising working professionals on executive education programs and developing strong foundations in customer qualification, objection handling, relationship management, and solution selling.

EDUCATION

Bachelor of Technology (Mechanical Engineering)
Rajiv Gandhi Proudlyogiki Vishwavidyalaya

April 2017 - March 2021

TECHNOLOGY & TOOLS

CRM: HubSpot CRM • TeleCRM • LeadSquared

Sales: Apollo.io • LinkedIn Sales Navigator • Lusha • Hunter.io • ZoomInfo

Marketing: Facebook Ads • Google Ads • Mailchimp • WATI • WordPress • Canva • Google Analytics

Productivity: Google Workspace • Microsoft Office • Zoom • Microsoft Teams

AI: ChatGPT • Claude • Gemini • Microsoft Copilot • Perplexity AI

LANGUAGES

English (Professional), Hindi (Professional), Bengali (Native)