

SRINJOY DUTTA

Founder | Startup Operator | Business Strategy | Product Strategy | Startup Operations | Founder's Office | GTM Strategy | Business Analytics

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PROFESSIONAL SUMMARY

Founder, startup operator, and business strategist with 8 years of experience building, scaling, and transforming businesses across SaaS, EdTech, 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**.

Experienced in business strategy, product strategy, go-to-market execution, business analytics, commercial growth, customer acquisition, pricing, process building, and cross-functional leadership. Led customer discovery, product roadmaps, business planning, KPI-driven decision-making, AI-enabled operations, and strategic initiatives while partnering directly with founders and leadership teams to build scalable businesses.

Known for transforming ambiguous business challenges into structured execution plans by combining strategic thinking, data-driven decision-making, operational excellence, and execution. Seeking a Founder's Office opportunity to partner with leadership teams in driving product, strategy, growth, and organizational scale.

CORE EXPERTISE

Business Strategy: Company Building · Startup Operations · Commercial Strategy · Go-to-Market Strategy · Business Planning · Market Expansion · Strategic Initiatives

Product & Analytics: Product Strategy · Product Management · Customer Discovery · Product Roadmapping · Business Analytics · KPI Management · Data-Driven Decision Making · Pricing Strategy

Operations & Execution: Cross-functional Leadership · Process Building · Operational Excellence · Project Management · Program Management · Stakeholder Management · Performance Management · AI Operations

Growth & Commercial: Revenue Growth · Customer Acquisition · Enterprise Sales · Business Development · Strategic Partnerships · Sales Operations · Growth Marketing · CRM

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**.
- Partnered directly with founders to define business priorities, evaluate strategic initiatives, improve commercial performance, review business KPIs, and coordinate cross-functional execution.
- Designed and implemented AI-powered operating workflows for proposal development, market research, documentation, marketing execution, and internal knowledge management, significantly improving execution efficiency.

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.
- Executed a standardized sales process covering lead qualification, discovery, solution presentation, proposal development, negotiation, 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.
- Built the company's **marketing operating system** by standardizing campaign planning, reporting, led an **8-member marketing team** and AI-enabled execution workflows.
- Prepared executive business reviews and presented performance insights, customer analytics, strategic recommendations, and growth initiatives 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 after evaluating multiple acquisition channels including Paid Ads, SEO, Affiliate Marketing, Organic Growth, and Referrals before allocating marketing investments based on customer acquisition cost and ROI.
- Designed the **product experience** across learner onboarding, education dashboard, affiliate dashboard, automated certification, referral system, and pricing strategy, continuously improving the platform through customer feedback.
- Designed and standardized the end-to-end hiring process, including role definition, interview evaluation, onboarding, training, and performance management and led a **30-member cross-functional organization**, including a **22-member sales team** and expanded business operations from one office to **3 operating locations**.
- Owned **end-to-end product strategy** for BizVidyalaya, conducting continuous customer discovery, prioritizing features using the RICE framework, defining product roadmaps, writing detailed product requirements, and collaborating with engineering teams to improve activation, retention, and learner experience.
- Built **KPI dashboards** tracking DAU, MAU, Conversion, Activation, Retention, Churn, CAC, LTV, MRR, ARR, ARPU, NPS, and Referral Rate to monitor business performance.
- Built forecasting models, pricing models, and unit economics analyses to evaluate profitability, customer acquisition efficiency, and business scalability.
- Owned **P&L decisions** including pricing strategy, budget allocation, revenue forecasting, gross margin optimization, customer acquisition investment, and long-term business planning.
- Established weekly business reviews tracking commercial performance, product KPIs, hiring progress, marketing performance, and strategic priorities across cross-functional teams.

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.

- Designed and standardized the restaurant onboarding process, enabling consistent implementation, customer activation, and adoption across **100+ restaurant businesses** across **25+ cities**.
- Conducted continuous **customer discovery** across cafe or restaurant owners and co-founders validating product ideas before incorporating them into the roadmap.
- Defined MVP scope, pricing strategy, roadmap priorities, and feature trade-offs by balancing customer demand, engineering effort, and commercial impact.

- Led the pivot from KetchupHub to Nipsol after validating changing customer behavior during COVID.
- 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 Proudhyogiki 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

Product: Jira, Trello, Notion, Figma

Analytics: Excel (Advanced), Google Sheets, Power BI

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

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

LANGUAGES

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