

Vijayaraghavendra R

6 Years 8 Months Overall Experience

Vijaya Raghavendra R is an MIT Manipal graduate and MBA candidate at IIM Indore, with over 7 years of experience across high-growth SaaS and edtech companies. He has held key roles in corporate strategy and sales leadership, building business functions from the ground up and driving market expansion, funnel optimization, and organizational scale-up. Vijay has worked closely with CXO-level stakeholders to solve complex growth and efficiency challenges through structured execution and cross-functional leadership. He brings deep expertise in go-to-market strategy, sales transformation, and operational excellence, and is now seeking to transition into a management consulting role to drive impact across sectors.

Industry

- SaaS

Functional Areas

- Project Management
- Corporate strategy
- Sales & marketing
- sales operations

Education

Indian Institute of Management, Indore (IIMI)

MBA

2025-2026

Manipal Institute of technology

B-tech – Aeronautical engineering

2014-2018

Certification

International Trade (Import & Export)

Global Exim Institute

2024

Prompt Engineering

Wharton online

2025

Accomplishment

Certified Level 3 Muay Thai Fighter

World muaythai federation

National Kickboxing Athlete

National Kickboxing Athlete – WAKO India, 2021

Business Development Excellence Award

Recognised as one of the top 10 employers in the organisation.

Inspiring Leader

NxtWave

Education

Indian Institute of Management, Indore (IIMI)

MBA

2025-2026

Manipal Institute of technology

B-tech – Aeronautical engineering

2014-2018

Experience

Openlearning

9 Months
Head of sales

Sept' 24 - Apr' 25

- Closed INR 5 Cr+ in outbound deals across India, Australia & Southeast Asia by selling AI-powered SaaS to CXOs in higher ed & enterprise L&D.
- Scaled Indian market via national reseller network boosting reach while reducing CAC by 25%
- Led team of 3, achieving 90% client retention through consultative sales.
- Shared client insights with global exec team to shape product and pricing.

Nxtwave

12 Months
Asst Vice president - Sales

Nov' 22 - Nov' 23

- Launched Karnataka operations from scratch, scaling revenue from INR 0 to INR 30 Cr annually within a year.
- Built and led a 100+ member cross-functional team, reducing ramp-up time by 50% and improving productivity by 35%.
- Introduced webinar and affiliate marketing channels boosted lead conversions by 30% and diversified top-of-funnel strategy.
- Designed performance dashboards and implemented structured feedback loops to enhance ROI and lower attrition rates.
- Localized sales tools and playbooks for Tier-2 markets resulting in a 40% uplift in demo-to-sale conversion.

Byju’s

4 Years 3 Months
Senior Manager – Founder’s office

Jul' 22 - Oct' 22

- Led INR 1,500 Cr South India operations, scaling regional hiring, GTM, and sales ops to achieve 73% target delivery during hypergrowth.
- Part of core team for Aakash acquisition drove competitor benchmarking and TAM–SAM–SOM modeling reviewed by board & investors.
- Transformed national sales funnel (20K reps) by deploying CRM automation, boosting bookings from 6% to 10% and follow-up success by 5%.
- Built and scaled the BDT program, reducing early attrition by 25% and increasing onboarding productivity by 30%.
- Unlocked regional insights from 15K+ users reshaped messaging for 100+ cities using JTBD & segmentation frameworks.
- Created CXO-level dashboards (Tableau, Excel, LeadSquared) to drive data-backed execution across national teams.