Shashank Srivastava

Bengaluru | shashanks674@gmail.com | +91 - 9452038166 | LinkedIn

Assistant Manager- Product Marketing, FSS | B2B Marketer | Enterprise AI and SaaS | IIM Kashipur

B2B Product Marketer with more than 5 years of experience working in AI and payment domain. Proven expertise in GTM strategy, product positioning & messaging, ABM, demand generation, and sales enablement across India, North America and Middle East markets. Comfortable owning the full marketing charter, from brand narrative to pipeline metrics.

Professional Experience — 7.5 Years

Assistant Manager – Product Marketing, Financial Software & Systems Pvt. Ltd. (FSS) *Oct 2023 – Present*
B2B payments technology provider - APAC, Middle East and Africa

- Directly contributed to marketing-influenced revenue of **₹50 Cr+** (FY26) through strategic demand generation, ABM campaigns, persona-driven email campaigns and event-led engagement
- **Converted 2 enterprise deals (₹5 Cr & ₹15 Cr)** at FSS's annual thought leadership event Simply Payments - owned end-to-end event strategy, speaker curation, social media amplification and post-event nurture
- Improved CSAT from **2.5 → 4.2 (60%+ jump)** and grew NPS by **15 points (30% → 45%)** by architecting the end-to-end customer feedback mechanism from scratch over 2.5 years
- Repositioned FSS from a legacy tech vendor to an **AI-first payments company**, crafted GTM narratives, drove integrated campaigns (email, short-form video, LinkedIn) and executed product launches for new **AI-enabled products**
- Built FSS's **global brand equity** through a robust content engine comprising whitepapers, thought leadership blogs, customer case studies, battlecards, industry reports and product explainer videos
- Partnered closely with product, engineering, and sales teams to translate technical AI capabilities into customer-centric business outcomes for enterprise buyers across banking and financial services
- Built the entire **Middle East demand generation engine** from scratch - introduced ABM, managed regional events, PR, media, email and LinkedIn campaigns with localized brand positioning to **generate 3-4 MQLs per month**
- Led full-scale website revamp with SEO-optimized architecture, improving organic discoverability and brand consistency
- Grew FSS's LinkedIn community from **35K to 75K+ followers**, establishing it as the company's primary B2B communication channel and delivering **6.8M+ views**, **~6M ad impressions**, and **49K+ newsletter views**
- Recognized as **'Champion of the Quarter Award'** in Q4 2024, '**Team of the Quarter Award'** in Q4 2025 and '**Team Excellence Award**' in H2 2025

Product Marketing Specialist, interface.ai *Apr 2021 – Sep 2023*
AI-powered conversational banking SaaS - Series B startup serving US-based financial institutions

- Actively involved in growing up the **company's CARR by 1700%**
- Increased **marketing sourced opportunities by 110%** and helped in scaling the company **from 7 to 75+ customers**
- Pivotal in establishing the company's new vision, mission, and tagline with the introduction of **Generative AI solutions**
- Drove **400+ leads** through webinars with 100+ participants and executed **30+ industry events** generating **350+ MQLs**
- Designed and executed lead nurturing email campaigns, which saw an **increase of leads by 40%**
- Managed channel sales partners across **North America**, resulting in **new customer acquisition of 40%**
- Recognized with **Star Performer of the Year, CEO's Choice & Going Above & Beyond award** (2021 – 2022)

System Engineer, Tata Consultancy Services *Dec 2016 - Jun 2019*

- Managed client's IT infrastructure (Physical & Virtual) for Clients- Pfizer Inc. and Stryker Corporation (US Based)

Education

MBA in Marketing & Analytics, Indian Institute of Management, Kashipur	8.036	2021
B.Tech in Electrical Engineering, Institute of Engineering & Technology, Lucknow	81.76	2016

Additional Details

Skills: Product Marketing · B2B Marketing · Go-to-market Strategy · Sales Enablement · Email Marketing · Stakeholder Management · Survey Design · Event Marketing · Customer Marketing · ABM · Demand Generation · SaaS Marketing · Revenue Marketing · ICP Definition · Competitive Intelligence · Marketing Analytics · Pipeline Generation · Buyer Persona
Tools and Platforms: LinkedIn Campaign Manager · HubSpot · Google Analytics · Salesforce CRM · Zoho CRM and Zoho Campaigns · ZoomInfo · Hunter.io · Adobe Marketo · Canva
Certifications: Product Marketing Certified: Core (PMAlliance), **Advanced Digital Marketing for Managers** (ForeVision)