

YUGENTHAR M

Growth Manager | GTM Strategy | Customer acquisition

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SUMMARY

Growth and GTM professional with experience across market research, customer intelligence, B2C sales, client discovery, and customer acquisition within life sciences and technology. Experienced in understanding ICPs, buyer motivations, decision-making behaviour, business pain points, and translating these insights into GTM initiatives, sales strategy, and solution development. Generated ₹1Cr+ in B2C revenue through consultative selling contributing 30% of company revenue, and building structured customer and revenue processes.

WORK EXPERIENCE

Growth Manager, Bversity School of Biosciences

September 2024 to June 2026

- Conducted market and customer research for a B2C life-sciences education business, developing insights into ICPs, career motivations, decision-making behaviour and purchase barriers.
- Translated customer and market insights into marketing and GTM initiatives, aligning messaging, content and sales strategy around customer intent.
- Generated ₹1Cr+ in B2C revenue through consultative inside sales and personalised programme counselling, contributing approximately 30% of company revenue.
- Achieved a 1.2% lead-to-customer conversion rate compared with a 0.8% team average through structured qualification, customer discovery and follow-up.
- Conducted discovery conversations with prospective learners to understand career goals, needs and objections, using these insights to improve programme positioning and recommendations.
- Managed the complete customer lifecycle from lead generation and qualification through conversion, payment follow-up and onboarding.

System Architect, 10Minus43

October 2025 to Present

- Worked closely with SME prospects and clients to understand business needs, operational bottlenecks, customer pain points and automation opportunities.
- Translated customer and business requirements into structured solution briefs for technical teams, bridging the gap between customer problems and AI automation solutions.
- Supported client discovery and solution positioning by identifying the underlying business problem, desired outcomes and potential impact before defining the technology solution.

EDUCATION

M.Tech - Biotechnology

Crescent University, Chennai

October 2022 - June 2024

SKILLS

- | | | |
|---------------------------|-------------------------|-------------------------|
| • Market Research | • Sales Strategies | • CRM Reporting |
| • Customer Research | • Sales Funnel Curation | • Go-to-Market Strategy |
| • ICP Analysis | • Revenue Operations | • Sales Analytics |
| • Positioning & Messaging | • Solution selling | |

TOOLS

- | | | |
|-----------------------|-------------------|----------------------------|
| • Claude | • Kissflow BPM | • LinkedIn Sales Navigator |
| • Meta Business Suite | • Leadsquared CRM | • Trello |
| • Google Workspace | • Notion | • Microsoft Office |