

KEERTHANA DHANANJAYAN

STRATEGY & OPERATIONS | AI TRANSFORMATION | GROWTH

I connect strategy, systems, data, and AI to turn complex business problems into scalable operations and measurable growth.

30 → 2 DAYS

Lead-response time through workflow automation

+30%

Target-account engagement

36.9%

CTR for GTM launch

+150%

Organic traffic growth

PROBLEMS I SOLVE

- **Disconnected systems, data & workflows**
Connecting processes and technology across functions.
- **Manual processes slowing execution**
Redesigning workflows and applying automation where it creates value.
- **Strategy disconnected from execution**
Turning priorities into operating models, systems and measurable processes.
- **AI without an operating model**
Finding practical AI use cases and building them into human workflows.

HOW I WORK

The tools — Salesforce, Power Automate, Azure OpenAI, Looker, ABM — sit inside this process.



SELECTED WORK

01 · REVENUE OPS
Inside Sales & Lead-Gen Operating Model
TRAVELPORT
Found the conversion gaps and redesigned the model from targeting to CRM.



1,694 leads → 5 wins
[VIEW CASE STUDY →](#)

02 · AI & PROCESS
Approval Workflow Automation
KELVIN GROUP
Redesigned manual intake and approvals for visibility and accountability.



Routing + automation
[VIEW CASE STUDY →](#)

03 · GROWTH
eCommerce Growth & Retention
MILLIPORESIGMA
Built a reactivation and growth roadmap with measurable targets.



17 causes → 4 priorities
[VIEW CASE STUDY →](#)

CORE CAPABILITIES

Strategy & Operations

AI & Automation

Commercial Strategy

Revenue Operations

Go-to-Market

Business Intelligence

Process Design

CRM & Systems Integration

EXPERIENCE

Kelvin Group · Travelport · Divert · Boston Digital · Charles River Apparel · Delivery Associates · TCS

EDUCATION

MBA Candidate, UMass Amherst — Isenberg
MSc International Marketing, Hult | B.Des. Visual Communication, NID

