

VISHAL SINGH

Customer Success, CRM & Retention Leader | B2B SaaS

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SUMMARY

Customer success, CRM and retention leader with 14+ years turning complex B2B products into recurring revenue. Deep in lifecycle (onboarding, activation, retention, reactivation), churn and LTV, segmentation and product delivery. PMP and CSPO certified.

PROJECTS / WORK DEMONSTRATION

- CRM & Retention Strategy case study - a self-made blueprint covering competitor analysis, a KPI framework, engagement rules and a CRM roadmap: [Skill Demo](#)
- PlayerPulse - an AI-assisted customer retention and engagement tool I designed and built end-to-end. A browser extension captures customer activity and transaction history; an AI analyst layer turns it into churn-risk, segmentation and next-best-action insights on a prioritised CSM action desk - showing how I apply domain knowledge and new tools to real operational problems. [Live demo](#)

PROFESSIONAL EXPERIENCE

CRM & Customer Lifecycle Lead

Mar 2024 - Present

The Multiple (via Straight-Talk Consulting) | Remote

- Leading end-to-end CRM and customer-lifecycle strategy for a 100K+ active user base, owning onboarding, activation, retention and reactivation plus the product backlog and cross-functional delivery in Agile.
- Built and maintained segmentation frameworks for personalised lifecycle campaigns based on customer behaviour, usage and engagement, across Email, WhatsApp and SMS.
- Designed A/B testing programmes to find high-performing journeys and offers, feeding findings into campaign and budget planning.
- Tracked core KPIs - activation, conversion, ARPU/LTV and churn - to keep programmes profitable, not just high-volume.
- Built automation flows, trigger logic and segmentation; configured loyalty, rewards and engagement features in platform back-office systems.
- Worked daily with product, growth and analytics teams to align CRM activity with the roadmap and business targets.

Product Manager - Account Manager

Mar 2022 - Feb 2024

Pragmatic Solutions (Techmojo Solutions) | Hybrid

- Started in account management and moved into product on a B2B SaaS platform, bridging client requirements and technical delivery in Agile across engineering, QA and clients.
- Managed accounts and grew recurring revenue through upsell and renewals while owning the product roadmap and third-party integrations (payments, providers, loyalty).
- Wrote PRDs and the 6-month roadmap; owned backlog and sprint planning across feature rollouts, integrations and updates.
- Repositioned product-market fit, aligned front-end and back-end deliverables to business goals, and reported to C-level stakeholders for data-led decisions.

Earlier (2012 - 2022) - Account, project, product and sales roles across BERMAD India, Sigmaflow Controls, VAG Group (Germany) and Tech Mahindra: B2B revenue growth, enterprise client relationships and project delivery.

SKILLS

Customer Success / CRM: Lifecycle, Onboarding, Retention & reactivation, Churn & LTV, Renewals, Segmentation

CRM / MarTech: Smartico, Solitics, Optimove, Customer.io, Brevo, HubSpot, Salesforce, Segment, Amplitude

Product / Delivery: Agile, Scrum, SDLC, Jira, Confluence, Figma, PRD, Roadmapping, A/B testing

Leadership: Cross-functional teams (12+), Stakeholder & C-level management, P&L / quota

Analytics / AI: SQL, Tableau, Power BI, Excel, AI-assisted tooling (PlayerPulse)

EDUCATION & CERTIFICATIONS

Bachelor of Engineering - Visvesvaraya Technological University (VTU), Belgaum, India

