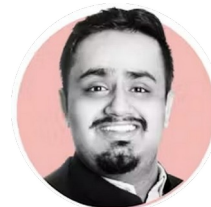


SHARUN KANAN

GTM & Enterprise Growth Leader | AI & XR Across Industries

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PROFESSIONAL SUMMARY

Go-to-market and enterprise growth leader with 10 years across sales, strategy and category building, from edtech to enterprise AI and XR. Director, GTM and Product Evangelist at Ctruh, a VC-funded deep-tech company, working from the founder's office and reporting to the CEO. Sells AI and XR solutions to enterprises across automotive, real estate, retail, education, healthcare, energy and manufacturing. Grew enterprise revenue over 400%, ran a 100+ investor pipeline through a USD 2.5M seed round, and has engaged 500+ brands across India, the Middle East and North America. Runs the demo, the pitch and the partnership conversation, and turns complex technology into a story buyers and investors act on.

CORE COMPETENCIES

Go-to-Market Strategy | Enterprise Sales | Cross-Industry Solution Selling | New Business Development | Revenue Growth | Pipeline Management | Strategic Partnerships | Product Evangelism | Sales Demos and Pitching | Investor Relations | Fundraising | Founder's Office and Strategy | Market Expansion | Sales Team Leadership | Outbound and Lead Generation | Positioning and Messaging | CRM and Sales Operations | Influencer Marketing | Stakeholder Management

PROFESSIONAL EXPERIENCE

Ctruh Technologies, Bengaluru

Director, GTM and Product Evangelist (Founder's Office)

Program Manager

Sep 2023 – Present

Jan 2026 – Present

Sep 2023 – Jan 2026

- Grew enterprise revenue over 400% by acquiring AI-powered XR enterprise accounts across D2C and retail, real estate and automotive.
- Sell AI and XR solutions to enterprises across automotive, real estate, retail, education, healthcare, energy and manufacturing.
- Own go-to-market, enterprise growth, strategic partnerships, product evangelism and investor relations, reporting directly to the CEO.
- Ran a 100+ investor pipeline and secured 3 term sheets toward a USD 2.5M seed round; cut data-room turnaround by 40%.
- Lead product evangelism for Ctruh Studio, an AI 2D-to-3D and creative automation platform that launched at #2 Product of the Day on Product Hunt.
- Engaged 500+ brands across India, the Middle East and North America; now leading market expansion into the US and Europe.
- Built an AI-assisted outbound engine on Apollo.io, Freshsales and Claude Code, including an ICP lead-scoring tool on the Anthropic API.
- Ctruh appeared on Shark Tank India (2026) and received offers.

Unacademy, Bengaluru

Category Lead, Influencer Management

Mar 2022 – Apr 2023

- Increased revenue 300% and onboarded 130,000+ new users.
- Lifted influencer ROI from 1.1x to 6x.
- Piloted the Unacademy One event.

upGrad, India

Senior Admissions Consultant

Oct 2020 – Feb 2022

- Closed USD 80K in a single quarter at a 1.9% lead-to-conversion rate.
- Supported upGrad EMEA on international team building.

Vedantu, India

Sales Manager, K-12

May 2020 – Oct 2020

- Managed a 10-member K-12 sales team, consistently at 100% of quota.

BYJU'S , India <i>Business Development Associate</i> Sold K-12 and UPSC learning programmes.	Aug 2019 – Mar 2020
POSist Technologies , India <i>Solutions Consultant</i> Prospected 200+ accounts for real-time restaurant operations software.	Apr 2017 – Sep 2017
iimjobs.com , India <i>Manager, Corporate Connect</i> Engaged 50+ existing clients and renewed 60%+ of contracts.	Jun 2016 – Oct 2016

SELECTED PROJECTS

- Arabian Aces (Abu Dhabi T10 cricket franchise): built the website, the league-approved brand book, a sponsorship configurator and a 3D kit visualiser.
- Askulia (own venture, AI search visibility): created the name, brand identity, brand book, website and first product.

EDUCATION

NEOMA Business School , Reims, France <i>MSc Global Management, specialisation in International Business</i>	2018 – 2020
SRM University , Chennai, India <i>B.Tech, Mechanical Engineering</i>	2012 – 2016

SKILLS AND TOOLS

Sales and CRM: Salesforce, Pipedrive, Freshsales, LeadSquared, Apollo.io, Lusha, Instantly

Productivity and AI: Claude Code, Notion, Google Workspace, SPSS

Design and 3D: Figma, Spline, Ctruh Studio

Certifications: Advanced Branding, Project Management

Languages: English and Malayalam (native), Hindi (professional), Tamil (limited), French (elementary)