Utkarsh Bhatnagar

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Professional Summary

Strategy and GTM leader with 12+ years of experience driving growth at the intersection of Cloud, AI platforms, and industry ecosystem transformation. Proven expertise in shaping GTM plays, strategic partnerships, and CXO engagement for large enterprises across BFSI and Mobility/Manufacturing.

Recognized for rapidly absorbing emerging technologies and translating them into clear business narratives, commercial GTM models, and scalable platform strategies. Known to ramp up on complex domains quickly, align cross-functional teams, and launch market-ready programs with measurable outcomes.

Experience

Director – GTM & Partnership | Bootlabs Technologies (A QualityKiosk Group Company)
Aug 2023 – Present

- Own GTM strategy and execution for GenAI and Cloud platform solutions — from opportunity identification to deal closure across BFSI, Utilities, and Mobility/Manufacturing sectors.
- Lead client presentations and live solution demos, translating complex AI and Cloud capabilities into clear business value narratives for CXO audiences.
- Partner closely with engineering teams to co-design POCs and reference architectures aligned to customer problem statements, ensuring fast concept-to-proposal turnaround.
- Collaborate with hyperscaler ecosystems (e.g., Google Cloud) to secure program visibility, joint GTM backing, and co-sell motions.
- Achieved ₹25 Cr+ in qualified pipeline through structured GTM campaigns, positioning Bootlabs as a strategic transformation partner.

Senior Manager, Strategic GTM | QualityKiosk
Aug 2020 – July 2023

- Acted as the GTM growth partner for 4+ investor-backed portfolio companies, helping them scale enterprise reach by leveraging QualityKiosk's 50+ member sales engine.
- Built joint GTM plays, aligned positioning with the QK sales organization, and enabled account mapping, pipeline acceleration, and co-pitching to enterprise clients.
- Conducted CXO-level presentations and solution demos for BFSI and Manufacturing accounts — driving strong early adoption signals.
- Worked closely with the portfolio engineering teams to shape solution narratives, technical value propositions, and early POCs, ensuring faster sales conversion.
- Reported growth outcomes to leadership and investor boards, presenting business cases, GTM performance dashboards, and expansion plans.

Strategic Market Development Manager | Xebia
Nov 2019 – Aug 2020

- Designed and executed GTM playbooks for BFSI-focused SaaS offerings, driving early enterprise adoption.
- Opened a large strategic BFSI account, laying the foundation for long-term partnership and cross-sell potential.

Product & GTM Strategy Manager | QualityKiosk
Nov 2017 – Nov 2019

- Owned end-to-end product strategy and GTM for AnaBot (AIOps platform) and Service Virtualization solutions — from market discovery and product positioning to commercial launch and scale.
- Worked directly with engineering and solution architects to shape product roadmap, build proof-of-concepts, and ensure technical differentiation aligned with enterprise IT operation's needs.
- Designed GTM playbooks and sales enablement collaterals that equipped regional sales teams to position and demo the platform effectively in Tier-1 BFSI accounts.
- Led early customer acquisition, onboarding 6 enterprise clients through targeted value articulation, rapid prototyping, and structured deal cycles.
- Represented the product line at industry forums and CXO briefings to drive brand visibility and market credibility.

Associate Manager | HCL Technologies
Jul 2015 – Nov 2017

- Worked as a consultant driving the RPA transformation strategy, in collaboration with McKinsey, to define automation growth priorities and execution blueprints across APAC.
- Conducted technical and business assessments to identify automation opportunities within IT infrastructure and application landscapes
- Defined automation operating models, rollout blueprints, and ROI frameworks, ensuring alignment between business goals and technology execution.
- Collaborated with engineering and delivery teams to design process automation flows**,** track implementation progress, and define KPIs for scale-up.
- Owned executive reporting and strategy presentations to the APAC board, translating complex automation programs into clear investment narratives and decision-ready insights.
- Played a key role in laying the foundational GTM and growth strategy for RPA services, contributing to APAC market expansion.

Pre-Sales Engineer - iON | TCS
Jan 2012 – Jun 2013

- Delivered customized solutions for Education Vertical clients based on platform capabilities.
- Developed tailored proposals for public sector and enterprise accounts.
- Supported regional sales and onboarding teams with platform demonstration

Education

- IMT Ghaziabad (2013 – 2015)
- B.Tech, Computer Engineering, RTU Kota (2007 – 2011)
- DAV Noida – XII (2006–2007), X (2004–2005)

Certifications

- AWS Certified Solutions Architect – Associate