

Vandana Agarwal Nik

GTM LEADER · SALES DEVELOPMENT · AI BUILDER

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SUMMARY

GTM leader with 8+ years building and scaling sales development teams across APAC, EMEA and AMER for SaaS, identity and cybersecurity companies. Delivered 143% peak quarterly attainment and \$5.6M pipeline in a single quarter, and hired and ramped 25+ SDRs across four organizations. Builds AI tools for sales teams with Claude: lead research, account POVs and conversation scoring. Built Ted, a WhatsApp health app used by 100 people. Promoted from SDR to Enterprise AE in 6 months. Open to founding or full cycle AE, first GTM hire, Head of Sales Development and GTM engineering roles.

EXPERIENCE

JumpCloud · Manager, Sales Development

Nov 2025 to Oct 2026 · Bengaluru

Led 10 SDRs across APAC Outbound, APAC Inbound and EMEA Inbound for JumpCloud's identity, device and access platform.

- DRI of the cross functional APAC SQL to S1 program, approved by the CMO: lifted outbound SQL to S1 conversion from 17% to 49% in one quarter through ICEE qualification, written SDR to AE handoffs and multi threading.
- Delivered ~\$2.9M Q1 FY26 qualified pipeline across 3 pods; rebuilt APAC outbound pipeline 9x quarter over quarter (\$66K to \$624K, 283% more S1 meetings).
- Beat inbound targets: MQL at 181% APAC and 135% EMEA, SQL at 114% and 110%, through lead SLAs, demand gen feedback loops and standard qualification notes.
- Ran weekly Gong reviews and daily Hyperbound practice; cut one rep's unqualified rate from 70% to 10%, ramped a new hire to 92% of target in 6 weeks, and brought 2 reps off PIPs in 14 and 25 days.
- Built AI tools for the team with Claude: Inbound Intel (lead research, routing and first emails) and a POV Generator for accounts.

Rubrik · Manager, Sales Development

Sep 2024 to Oct 2025 · Bengaluru

Built the US Mid Market SDR function from scratch; led an 8 person team.

- Owned a \$5.3M quarterly pipeline target within a \$30M Mid Market sales target; hit 143%, 120% and 105% across three consecutive quarters, with \$5.6M pipeline in the strongest quarter.
- Hired, onboarded and ramped SDRs to quota in 90 days with structured onboarding, playbooks and coaching.
- Held 90% MQL compliance; 3.3% lead to meeting and 0.7% meeting to opportunity conversion.

Branch · Manager, NA Sales Development

Jan 2024 to Aug 2024 · Bengaluru

- Set up an India team selling for North America; ramped it from 0% to 105% of outbound target in 4 months.
- Owned NA inbound; lifted SAL conversion from 57% to 91% in 5 months. Wrote the team's compensation plans.

ClickPost · Manager, Global Sales Development

Sep 2020 to Dec 2023 · Bengaluru

- One of the first hires; built inbound and outbound from scratch for APAC and EMEA: 2x SQLs and 80% more new accounts.
- ~170% of target over consecutive quarters; outbound conversion from 3% to 9%. Led a 10 SDR team.

Udaan · Business Development Manager

Apr 2020 to Aug 2020

- Ran the full sales cycle for supply chain finance on an INR 12 Cr credit portfolio; reached 80% of target.

Xoxoday · Sales Development Representative

Apr 2019 to Mar 2020

- Best SDR Performer; promoted to Enterprise AE in 6 months. ~60 SQLs a quarter across global enterprise accounts.

PROJECTS

Ted, [heyted.in](#). WhatsApp health app, built solo with Claude. Live since Sep 2026, 100 users, zero ad spend, 400+ automated safety tests.

Debrief. GrowthX GTM Buildathon, built solo in a day: scores event conversations, not just badges.

Inbound Intel, POV Generator, Prospect Research Agent. AI tools for SDR teams: lead research, account POVs and per company briefs. Samples at [vandanaagarwal.in/built](#).

ALSO

Named one of the 100 Powerful Women in Sales, 2025	Co-founder, SDR Leaders of APAC (250+ members)
GrowthX Fellow; Clay GTM Engineers cohort	13,000+ LinkedIn followers; writes the SDR Field Guide

EDUCATION AND TOOLS

NMIMS, PGDM Sales and Marketing, 2019 · **Calcutta University**, B.Com (Hons), 2014

Salesforce · Gong · Hyperbound · Outreach · Chili Piper · Orum · 6sense · Clay · Claude · Exa