

Arshaq Ahmed Ali

Partnerships & GTM Leader

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Partnerships leader with 8+ years driving revenue growth in SaaS. Expertise in building & scaling solution partner programs, channel partnerships, and technology ecosystems. Proven track record of launching partner GTM motions, enabling sales through partners, and growing partner-influenced pipeline.

CORE SKILLS

- Partner Ecosystem Management — Solution Partners, Channel Partners, Technology Partnerships
- Partner Strategy — Program Design, Tiering & Segmentation, Recruitment, Onboarding, Enablement, Co-Selling & GTM
- Revenue Growth — Quota Attainment, Pipeline Generation, Partner-Sourced Revenue, Outbound Prospecting, Account-Based Outreach
- Cross-Functional Leadership — Sales Alignment, Marketing Collaboration, Product Feedback, Executive Engagement
- Tools — CRM (Salesforce, HubSpot), Crossbeam, PartnerStack, FirstPromoter, Jira, Notion

PROFESSIONAL EXPERIENCE

Lead, Solution & Channel Partnerships — SaaS Labs (JustCall), Bangalore, India

November 2024 – Present

- Built and scaled JustCall's Solution Partner Program, creating partner onboarding, enablement, and co-selling motions that grew partner-sourced revenue from 8% to 22% of company total.
- Manage a global partner ecosystem of 200+ agencies, consultants, and CRM ecosystem partners across North America, EMEA, and APAC — driving recruitment, joint pipeline creation, and expansion via Quarterly Business Reviews (QBRs).
- Reactivated 40+ dormant agency partners through a targeted re-engagement campaign, increasing active revenue-generating partners from ~10 to 40+ and boosting partner-influenced pipeline 40%.
- Collaborate cross-functionally with Product, Engineering, and Solutions on integration strategy, API development, and AI-based offerings to maximize partner attach and deal size.

Senior SDR, Founding GTM Team — ClearFeed AI, Bangalore, India

September 2022 – October 2024

Joined ClearFeed pre-seed as the first SDR — a deliberate move into a faster-moving AI/SaaS company with direct founder access.

- Launched outbound prospecting engine, developing account-based plays, sequences, and messaging for US enterprise targets.
- Consistently exceeded monthly pipeline quota of 50+ qualified meetings through personalized multi-channel outreach.
- Hired, onboarded, and coached an SDR team of 3, fostering a metrics-driven culture of experimentation and continuous improvement.
- Informed product roadmap as the voice of the user, relaying key feedback to shape feature development for PMF and stickiness.

Strategic Partnerships & Sales Manager — Newton School, Bangalore, India

November 2020 – August 2022

- Sourced new partners and executed partnership solutions to enhance collaboration.
- Maintained and deepened relationships with existing partners to drive engagement.
- Developed metrics to measure ROI from partnerships, informing strategic decisions.
- Worked closely with cross-functional teams such as Product, Tech, and Progression teams.
- Managed a team of hiring associates, overseeing their performance and achieving key performance indicators.

Senior Inside Sales Manager — Simplilearn Pvt. Ltd, Bangalore, India

August 2019 – July 2020

- Led quota-carrying B2B SaaS sales initiatives across APAC and EMEA, owning key accounts, pipeline management, and revenue targets.
- Collaborated with customers to identify upsell, cross-sell, and renewal opportunities, enhancing customer lifetime value.

Marketing Manager — Vanora Robots, Mangalore, India

July 2018 – February 2019

- Led business development and marketing initiatives to drive adoption of technology products.
- Managed customer consultations and conducted market research to inform partner outreach.

EDUCATION

MBA - Marketing & HR, AIMIT St. Aloysius Institute of Management and IT, Mangalore (2016-2017)

BBM - Finance & Marketing, SDM College of Business Management, Mangalore (2013-2015)