

Khush Idnani

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Sales Development Representative with 1+ years in B2B SaaS IIoT, driving full-cycle consultative sales from pipeline to closing

EDUCATION

Cornell University- Ithaca, New York

Aug 2024 – May 2025

Master of Engineering in Engineering Management

Coursework: Six Sigma, Project Management, Marketing Research, Data-Driven Marketing, Negotiations, Applied Operations Strategy

University of Mumbai- Mumbai, India

Jun 2019 - Jun 2023

Bachelor of Technology in Electronics Engineering

EXPERIENCE

Sales Development Representative (GTM) - Anthropilot - New York, USA

May 2025 - Present

- Built qualified pipeline via outbound cold calling and multi-channel outreach in Salesforce, secured 15+ LOIs & booked 5 investor meetings

Associate Product Manager - Faclon Labs Pvt Ltd - Mumbai, India

Aug 2023 - July 2024

- Owned product lifecycle for utility distribution platform, driving 5x usage growth by shipping 3 features weekly and maintaining 98% CSAT
- Defined a data-driven product roadmap with 40+ user stories & A/B-tested workflows for AI Agents rollout, enabling 25% task automation
- Led daily cross-functional standups with designers and developers, driving backlog prioritization and achieving 90% sprint goal attainment
- Established a product-marketing team that produced 5 white papers and ran 4 go-to-market workshops, generating 100 + qualified leads

Electric Mobility Intern - World Resources Institute India - Mumbai, India

May 2023 - Jul 2023

- Drafted bidding document with a cost and revenue plan for Maharashtra State Electricity Board's 700 EV charging stations project

Product Intern - Faclon Labs Pvt Ltd - Mumbai, India

Dec 2021 - Mar 2022

- Resolved 50+ bugs by translating user pain points from interviews into 15 feature improvements and 2 new product requirements

Sales and Marketing Intern - Honda Big Wing - Mumbai, India

Jun 2021 - Sep 2021

- Managed a live sales pipeline, conducted cold calls and follow-ups, delivered consultative demos, and closed 50+ unit sales in 11 weeks
- Mapped the customer journey from test ride to delivery and redesigned funnel touchpoints, increasing conversion rates from 27% to 40%

Business Development Operations Co-Op - OlineO Tec Zone Pvt Ltd - Mumbai, India

Jun 2020 - May 2021

- Drove \$180K in revenue by selling 150+ high-end mobile phones and providing specialized laptop diagnostics and repair services
- Implemented algorithmic pricing via REST API based on e-commerce market and competitor research, acquiring 100+ customers in 90 days

SKILLS AND CERTIFICATIONS

Six Sigma Black Belt Certification (CSSBB) 

Technical: Salesforce, HubSpot, ZoomInfo, Clay, Outbound prospecting, Inbound lead qualification, BANT, Cold Calling, Sales Pipeline Management, Product Documentation, Backlog Prioritization, User Stories, Sprint Planning, UX Research, A/B Testing & Experiment Design, Usability Testing, KPI Design and Tracking, Figma Prototyping, Microsoft Office, JIRA, SQL, R, Advanced Excel, Tableau, Power BI, REST APIs

Business: Agile Project Management, Lean SCRUM Framework, Six Sigma, Negotiation, Root Cause Analysis, Stakeholder Management

PROJECTS

Analyzing Regional Variability in EV Charging Session Failure Rates Across the United States 

- Developed a predictive reliability framework for EV chargers using DMAIC approach, analyzing 13M+ sessions across 9 U.S. regions
- Identified Level 3 EV charger MTTF (51% highest, 35% lowest) through failure rate analysis, confidence interval simulations, & FMEA

Consumer Segmentation & Product Market Fit - Campbell Soup 

- Analyzed survey results using factor analysis and k-means clustering identifying 2 consumer segments with 26% vs 44% brand loyalty
- Identified top segment by uncovering drivers and loyalty gaps, proposing “Rapid 60” microwave soup for busy on-the-go consumers