

MOHD ALI KHAN

Senior Sales Enablement Manager | Onboarding, Certification & Ramp Programs | LMS Administration | Cross-Functional GTM Enablement

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PROFESSIONAL SUMMARY

Sales Enablement professional with 5+ years building the onboarding, everboarding, and certification programs that ramp GTM teams — SDRs, AEs, and Solution Consultants — at multi-product B2B SaaS companies (HighRadius, Cvent), supporting global and distributed teams including APAC. Hands-on Seismic LMS administrator — authoring courses and learning paths, running role-segmented certification tracks, and evaluating new-hire and tenured-rep readiness against defined metrics through dashboards. Facilitates live training and coaching for Sales and leadership across Salesforce, Slack, and Seismic, and partners cross-functionally with Sales, RevOps, Finance, and Legal to close skill gaps and keep enablement content current. Owns platform administration (Salesforce, Salesloft) and ships AI- and automation-driven improvements to enablement workflows and reporting.

CORE COMPETENCIES

Onboarding & Everboarding Programs • Role-Segmented Certification (SDR/AE/SC) & Ramp Readiness • LMS Administration & Course Authoring (Seismic) • Live Training, Coaching & Facilitation • Global & APAC GTM Support • GTM Productivity Tooling & Process Automation (Salesforce, Slack) • Platform Administration & Systems Ownership • Cross-Functional Stakeholder Management (Sales, RevOps, Finance, Legal, Marketing) • Rep Readiness & Content Engagement Dashboards • AI & Automation-Driven Enablement • Process & Playbook Documentation

PROFESSIONAL EXPERIENCE

Senior Deal Desk Analyst | HighRadius — Hyderabad

Apr 2026 – Present

- Serve as primary point of contact for deal-process escalations and pricing exceptions, partnering with Legal and Finance on complex enterprise deal structuring and approval workflows.
- Own workback plans and deal status trackers for enterprise opportunities, coordinating cross-functional sign-off to keep deals moving through approval and closing on schedule.
- Review and structure pricing, discounting, and contract terms against policy for outcome-based and enterprise deals, ensuring compliance with revenue recognition and approval governance.
- Analyze deal and churn data against policy to identify recurring gaps, feeding findings into policy and process refinements.
- Own Seismic-based onboarding and certification content for global Sales teams, including APAC, on pricing policy, discount governance, and approval workflows — authoring courses and tracking completion to confirm ramp readiness before reps handle exceptions.
- Facilitate live training sessions for Sales and Regional leadership on licensing, pricing, and approval policy, closing recurring knowledge gaps that were slowing deal velocity.

Assistant Team Lead, Sales Enablement & Revenue Operations | Cvent — Gurugram

Jun 2023 – Dec 2024

- Owned Seismic LMS administration for the full GTM organization across Cvent's multi-product SaaS suite — authoring role-segmented onboarding and certification content for SDRs, AEs, and Solution Consultants, and tracking completion and learner assignments across the global sales team, including APAC.
- Designed and facilitated structured onboarding and everboarding for new hires and tenured reps across Salesloft, Gong, Salesforce, Showpad, Slack, and Seismic — ramping the team on tools, product, and process.
- Evaluated new-hire and existing-rep readiness by role (SDR/AE/SC) against defined proficiency and certification metrics, feeding results into manager-facing dashboards.
- Built manager-facing dashboards in Seismic and Salesforce tracking course completion, certification status, and content engagement, surfacing rep-readiness gaps to Sales leadership.
- Owned platform administration for Salesforce, Salesloft, and Slack — managing user access, approval routing, data integrity, and configuration across the global GTM organization.
- Built and maintained performance dashboards tracking pipeline health, win rates, quote conversion, and deal velocity, improving forecast accuracy by 20%.
- Partnered with RevOps, Sales, and Finance to redesign deal-qualification and order-management workflows, reducing lead leakage by 18% through improved routing logic and governance.

Marketing Specialist, Growth | Gartner — Gurugram

Jul 2022 – Feb 2023

- Managed inbound and outbound lead qualification with a focus on CRM hygiene, ICP targeting, and pipeline tracking accuracy.
- Conducted data enrichment using ZoomInfo, Lusha, D&B Hoovers, and LinkedIn Sales Navigator to support commercial targeting and deal prioritization.
- Refined ICP definitions and lead-scoring models in partnership with Sales and Marketing, driving a 12% improvement in conversion rates and pipeline quality.
- Owned lead routing logic and CRM data-hygiene standards, and built first-touch outreach playbooks for SDRs to standardize how new leads were qualified, prioritized, and engaged.

Analyst | Better.com — Gurugram

Jun 2021 – Jul 2022

- Analyzed \$15M+ in sales pipeline and transaction data to surface trends and deal-velocity insights supporting executive forecasting.
- Built weekly dashboards on pipeline health and deal performance metrics, supporting executive-level forecast reviews.
- Implemented CRM-integrated automation workflows to streamline reporting and reduce manual effort across revenue operations.
- Partnered with Sales and RevOps stakeholders to validate pipeline data accuracy and flag at-risk deals ahead of forecast reviews.

Business Development Executive | Jaro Education — Noida

Jun 2020 – May 2021

- Generated new business through high-volume outbound calling, email, and LinkedIn outreach, consistently exceeding monthly revenue targets.
- Maintained accurate CRM records, pipeline tracking, and deal documentation in Salesforce to support forecasting and operational oversight.

SYSTEMS & TECHNOLOGY STACK

LMS & Enablement Content: Seismic (Course Authoring, Certification Tracks & Checkpoints, Learner Assignments & Completion Tracking, Reporting Dashboards) — hands-on administrator

Sales Engagement & Enablement Tools: Salesloft, Gong, Showpad, Slack, Outreach, Apollo.io, Chorus, Loom, SharePoint (hands-on); Mindtickler (familiar)

CRM & RevOps Systems: Salesforce (Administration, Dashboards, Reporting, Approval Rules, Pipeline Management), DealHub (familiar)

Process & Program Management: Onboarding & Certification Program Design, SOP Development, Approval Workflows, Policy Documentation, Workback Plans, Monday.com, Wrike, Jira (Agile/Scrum)

Analytics & Reporting: Power BI, Excel (Advanced), Salesforce Reports & Dashboards, Rep Readiness & Content Engagement Metrics, CARR & Churn Analytics

AI, Automation & Data Intelligence: Copilot-assisted reporting, workflow automation, citizen-development and agent-building tooling, ZoomInfo, 6sense, Clay, D&B Hoovers, Lusha

EDUCATION

Bachelor of Commerce | Chhatrapati Shahu Ji Maharaj University, Kanpur | 2017 – 2020