BHUMIKA SHAH

GTM & BUSINESS GROWTH | COMMERCIAL STRATEGY | CUSTOMER SUCCESS & GROWTH | REVENUE OPERATIONS

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PROFESSIONAL SUMMARY

GTM and business growth strategist with 10+ years across B2B services, outsourcing, finance and technology-enabled businesses. Combines commercial-finance grounding with hands-on leadership across market entry, demand generation, customer growth, pricing and packaging, RevOps, sales enablement and cross-functional execution. Known for turning ambiguous growth problems into clear GTM choices, aligned operating rhythms and repeatable systems that improve pipeline, customer outcomes and scale.

CORE COMPETENCIES

GTM & Commercial Strategy | Market Entry & ICP Strategy | Demand Generation & ABM | Customer Success, Retention & Expansion | Revenue Operations & Commercial Analytics | Pricing & Packaging | Sales Enablement & RFP Solutioning | Executive Stakeholder Management | Cross-functional Leadership | Strategic Transformation | AI-enabled Workflow Automation

KEY ACHIEVEMENTS

- Influenced GTM and customer-growth strategy across a 40-client BPM/FAO portfolio representing $1M+ in ARR, using RevOps insights, stakeholder engagement and account-level marketing to identify growth and retention opportunities.
- Re-engineered the pricing model for Accounting Services, unlocking 40% revenue growth without increasing the underlying cost base and improving margin potential.
- Protected $43.2K in at-risk revenue and improved account-level NPS by 6 points YoY by building churn-signal dashboards that surfaced sponsor, campaign and stakeholder risk four weeks earlier across 24 enterprise clients.
- Brought 128+ C-level decision-makers into structured partnership and expansion conversations through executive reviews, CXO roundtables and multi-threaded stakeholder engagement.
- Led demand generation across six brand portfolios, delivering 512+ qualified leads through integrated organic, event-led and account-based programmes.
- Built and scaled a matrixed growth function from 1 to 40+ contributors across Marketing, RevOps, Content, Design and Delivery, establishing repeatable workflows, shared planning and AI-enabled operating processes.

Recognition: Emerging Foundation Team Award, 2025 | CEO Award for Outstanding Performance, IMS Group

PROFESSIONAL EXPERIENCE

IMS GROUP | Senior Marketing Manager | Growth, GTM & Customer Engagement | *May 2024 - Present*

Global B2B services platform spanning Finance & Accounting, IT, BPM managed services and GCC/BOT ventures.

- Opened and scaled new growth segments for IMS Decimal across Umbrella, EOR and Property Preservation in the US and UK, combining account prioritisation, geo-specific positioning and tailored propositions to drive 3x growth in ICP-qualified inbound and generate 36 ICP-relevant leads valued at $1,800-$2,500 per engagement.
- Owned the GTM and commercial narrative for IMS Group's GCC/BOT proposition, productising services across a People-Process-Technology framework and leading 31+ enterprise RFP pursuits, including Forbes Global 2000 accounts, across solution design, service packaging, positioning and pricing.
- Orchestrated CXO roundtables, executive dinners and multi-threaded stakeholder programmes that brought 128+ C-level decision-makers into partnership, expansion and commercial conversations.
- Established a unified RevOps and account-health layer across Marketing, Sales, Delivery and Leadership through GA4 governance, source-of-truth dashboards, automated MIS and churn signals; enabled intervention four weeks earlier, protected $43.2K in at-risk revenue and improved NPS by 6 points YoY across 24 enterprise clients.
- Built and led a 40+ member matrixed function across Marketing, RevOps, Content, Design and Delivery, standardising SOPs, SOWs, shared planning and AI-enabled workflows to improve consistency, collaboration and turnaround.
- Led integrated demand generation across six brand portfolios, combining SEO/AEO/GEO, content, events and ABM to deliver 512+ qualified leads and increase organic traffic by an average of 68%.
- Built executive thought-leadership and event-led market development across six brands, increasing ICP-aligned followership by 724% and shaping GTM strategy across 22+ conferences spanning audience segmentation, executive positioning, pre-event activation and post-event nurture.

IMS DECIMAL | Strategic Business Consultant | *Nov 2023 - Apr 2024*

Finance and Accounting Outsourcing business serving clients across the US, UK and Australia.

- Led consultative solutioning across the US CPA market, translating client operating models, capacity gaps and service requirements into tailored FAO propositions, engagement scopes, pricing structures and multi-year outsourcing models with typical new-business ACV of approximately $79K.
- Shaped commercial strategy across 35 active US pursuits, developing service packaging, pricing frameworks and account-specific recommendations that strengthened deal relevance and contributed to a 15% pursuit conversion rate.
- Anchored Sales-Marketing alignment by translating pursuit-level insights, whitespace opportunities and buyer pain points into campaigns, propositions and GTM plays designed to open new FAO revenue streams.

SUSTAINEDGE GLOBAL | Strategic Business Consultant | *Jul 2023 - Oct 2023*

- Co-architected the GTM and market-entry strategy for the India Shared Service Center of a Top 10 Global Accounting Firm, advising Partner-level stakeholders on positioning, service portfolio, pricing, target-market prioritisation and phased expansion across talent, technology and governance.
- Built the first-year commercialisation and demand-generation engine across the UK and African markets, spanning brand proposition, pricing architecture, website, conferences, webinars, social media and lead-generation funnels; supported 15 qualified opportunities from 200 target accounts during launch.

UNISON GLOBUS | Digital Marketing Project Manager | *Jul 2021 - Jun 2023*

Accounting outsourcing business serving US and UK CPA practices and accounting firms.

- Built B2B social and content programmes across LinkedIn, Facebook, Instagram and YouTube, aligning messaging to US accounting-firm ICP needs and lead-generation goals.
- Improved campaign-to-pipeline visibility by analysing Google Analytics, Hootsuite, Semrush and Google Trends data and translating insights into weekly recommendations for Sales and Marketing leadership.
- Established a multi-team GTM operating model across SEO, design, operations and external agencies, aligning campaign priorities, delivery timelines and cross-functional execution.
- Expanded audience engagement through 5+ webinars and 7 podcast episodes, owning topic development, stakeholder coordination, production and distribution end to end while strengthening relevance in the US CPA segment.

IMS PEOPLE POSSIBLE | Business Accountant | *May 2016 - 2019*

Staffing and recruitment business serving UK and US clients.

- Supported financial reporting for multiple UK client subsidiaries through bookkeeping, reconciliations, consolidation inputs, budgeting and forecasting across QuickBooks, MYOB, Sage and custom systems.
- Supported compliance across multiple UK client entities, including VAT returns, IR35 filings and statutory close activities in coordination with operations.

EDUCATION

MICA, Ahmedabad | Advanced Certification in Digital Marketing & Branding Communications | 2023

CIMA, UK | Advanced Diploma in Management Accounting | 2020

S. M. Patel Institute of Commerce, Gujarat University | B. Com | 2016

CERTIFICATIONS & TOOLS

Professional Development: Certified Gen AI Mastermind | Gainsight Associate, HubSpot Customer Success & MEDDIC Fundamentals (in progress)

Tools: Salesforce | HubSpot | Zoho CRM | Zoho Campaigns | GA4 | Semrush | Ahrefs | ChatGPT/Codex | Claude Code | Perplexity | Zapier | n8n | LangGraph | Slack | Teams | Zoom | Notion