

Shalini Karthikeyan

GTM & Marketing Operator · AI Adoption · Human-Centered Strategy

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Go-to-market and marketing operator with 12+ years in global technology, now focused on the systems behind revenue. I build AI-native GTM workflows — independently, with tools like Claude, Cursor and Gumloop — that automate prioritisation, surface buying signals, and scale personalised outreach. Equally at home leading high-performing teams and beating pipeline targets (\$52M generated; company-record 8,000+ leads in 24 months). Most interested in how organisations adopt AI into real work in ways that are useful, trusted and sustainable.

EXPERIENCE

Senior Lead, Revenue Marketing — APAC · Scale Programs

Feb 2025 – Present

Shopify

- Lead revenue marketing across APAC spanning enterprise GTM, signal intelligence, sales enablement, AI readiness and regional strategy; served interim team lead through a period of change.
- Build AI-assisted GTM workflows that automate account prioritisation, surface buying signals and support personalised enterprise outreach — built independently with Claude, Cursor, Gumloop and agent workflows, creating operational scale without engineering dependency.
- Recurring focus: finding where teams lose leverage (fragmented signals, manual workflows, unclear prioritisation) and turning those gaps into scalable systems.

Head of Marketing, APJC

2023 – 2025

Cisco

- Owned product, solutions and demand marketing for Cisco's \$50B networking portfolio across APJC; shaped strategy that helped generate \$80M+ in pipeline.
- Led the shift from traditional to data-driven, digital-first marketing, improving ROI and market positioning.
- Earned a Senior Leadership Team seat; helped shape the Country Impact Plan and Country Digital Acceleration agenda (FY22–24) with C-suite and partners.

Marketing Lead, ANZ

2020 – 2023

Cisco Meraki

- Owned the end-to-end ANZ marketing plan on a co-managed \$1.1M budget; built one of the region's best-performing demand engines.
- 25% lead conversion vs 12% global average; 205% QoQ / 235% YoY pipeline growth; rebuilt lead-gen drove \$45M+ new business/year.
- Found 3 new channels/journeys adding \$500K+ pipeline; partner-led education programs generated \$2M+ revenue.

Senior Channel Marketing Manager

2019 – 2020

Cisco Meraki

- Designed targeted partner campaigns generating \$10M+ annually; 60%+ of revenue came through partners.
- Built the A/NZ channel marketing strategy from scratch — onboarded 80 partners, generated \$6M+ pipeline.

Channel Marketing Manager

2017 – 2019

Dell EMC

- Aligned partner account plans to local GTM across brand, demand creation and sales enablement.
- Ran the Marketing Development Funds (MDF) program — \$500K+ deployed across partners and distributors.

Marketing Executive

2014 – 2017

Tech Data

- Ran 80 channel strategies and 100 vendor campaigns end-to-end on \$10K–\$100K budgets; one multi-touch campaign generated \$8M revenue.

SKILLS & TOOLS

AI-native build: Claude, Cursor, Gumloop, agent workflows, prompt & workflow design

GTM: Enterprise GTM, ABM, demand generation, signal intelligence, sales enablement, channel/partner marketing

Leadership: Team building, budget management, stakeholder influence, change management, data analysis

EDUCATION & CERTS

Bachelor of Commerce — Macquarie University

ABM Certification (Demandbase) · JUMP Women in Leadership · Emerging Leaders Fastrack (Cisco Meraki) · Young Leaders Program (Avnet) · Distributor Marketing Accreditation (Dell EMC)

SELECTED RECOGNITION

- People Leader Marketing Award — Cisco, 2023
- ARN Tech Awards Winner — 2020
- ARN Rising Star Finalist — 2019
- Marketing Excellence Award — Cisco, 2023
- ARN Marketing Excellence Finalist — 2020 & 2021
- APJC Star of the Quarter — 90% of pipeline in a quarter