

Shalini Keyan

Revenue & field marketing leader · APAC enterprise GTM · AI-native operator

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Revenue marketing leader with 12 years building enterprise GTM across APAC. A player-coach: I set the regional strategy, lead the team, and execute alongside them. I build my own AI-native GTM infrastructure in Cursor with no engineering dependency, and tie every program back to pipeline. **\$52M generated to date; 8K+ leads in 24 months, a company record.**

Core strengths

Field & enterprise marketing strategy · Team leadership & coaching · ABM (1:1 and 1:few) · Pipeline & revenue ops · Executive reporting & dashboards · Change management · AI-native GTM build (Cursor, VS Code, Gumloop, Claude) · Salesforce · SalesLoft · Demandbase

Experience

Shopify · Senior Lead, Revenue Marketing, APAC

Feb 2025 to present

Including 9 months as Team Lead, ANZ

- Launched a mid-market run rate program from scratch and grew it to **185% of deal target**, built with no dedicated headcount.
- Shaped Shopify's **highest-performing compete campaign globally**, now scaled into EMEA as standard practice.
- Built an account intelligence system **in Cursor** that sends 17+ AEs across 5 APAC markets a personalised weekly priority brief; EMEA replicated the model independently.
- Led ANZ as Team Lead for 9 months through a tough commercial season, owning regional strategy, enterprise GTM, and sales enablement, and advising the ANZ MD on reporting and strategic gaps.
- Coached the team as the go-to for brainstorming and direction, built playbooks they still use, and shared my AI workflows so the team runs them, not just me.
- Redesigned regional executive events to better reach upmarket accounts: **90% attendance** and immediate pipeline, now scaling across cities.
- Build GTM workflows, agents, and dashboards independently in Cursor, cutting recurring research from hours to minutes.

Cisco · Head of Marketing, APJC

2023 to 2025

- Owned product, solutions, and demand marketing for a **\$50B networking portfolio** across Asia-Pacific, Japan, and China, helping generate **\$80M+ in pipeline**.
- Led the shift to data-driven, digital-first marketing, lifting ROI and market presence, and earned a Senior Leadership seat.
- Shaped the Country Impact Plan and Country Digital Acceleration agenda (FY22 to FY24) with C-suite and partners.

Cisco Meraki · Marketing Lead, ANZ

2020 to 2023

- Owned the end-to-end ANZ plan on a co-managed **\$1.1M budget**, building one of the region's best demand engines.
- **25% lead conversion** against a 12% global average; pipeline up **205% QoQ (235% YoY)**; \$45M+ new business per year.

Cisco Meraki · Senior Channel Marketing Manager

2019 to 2020

- Built the ANZ channel marketing strategy from scratch; onboarded **80 partners** and drove \$10M+ a year and \$6M+ in pipeline.

Earlier · Dell EMC (2017 to 2019) · Tech Data (2014 to 2017)

- Ran a \$500K+ MDF program at Dell EMC. At Tech Data, ran 80 channel strategies and 100 vendor campaigns; one multi-touch campaign drove **\$8M in revenue**.

Recognition

People Leader Marketing Award (Cisco, 2023) · Marketing Excellence Award (Cisco, 2023) · ARN Tech Awards Winner (2020) · ARN Marketing Excellence Finalist (2020 & 2021)

Education & certification

Bachelor of Commerce, Macquarie University · ABM Certification, Demandbase