Parth Bhatia

SDR Manager at WizCommerce, Bengaluru

thefirstparth@gmail.com · bhatia.page · linkedin.com/in/connectwithparth

Summary

In B2B sales since 2020. I started at HighRadius as an intern, became a rep, then led outbound and inbound SDR teams of up to 10. As a Senior BDR at BrowserStack, I beat my pipeline and SQL targets in 4 of 5 quarters, mostly from cold calls. As Sales Development Manager at Soroco, I built the inbound SDR function from scratch. Then I founded Taloop to place SDRs with SaaS companies. As Head of Growth at CeeVaa, its first employee, I led a team of 5 and ran US go-to-market. Now I'm SDR Manager at WizCommerce, leading a team of 5+ across inbound and outbound.

Skills and tools

Key skills: Building and coaching SDR teams · SDR onboarding and ramp · Inbound and outbound prospecting · Cold calling · Cold email · Playbook design · Performance reviews · Forecasting · Pipeline visibility and SDR reporting · Go-to-market strategy · Sales execution · Account-based marketing · Building tools with Claude

Tools: Outreach · Salesloft · Apollo · ZoomInfo · LinkedIn Sales Navigator · HubSpot · Salesforce · JustCall · Instantly · n8n · Apify · AiSensy · ChatGPT · Claude

Experience

SDR Manager
Aug 2026 to now

WizCommerce, Bengaluru

WizCommerce is an AI-first sales platform for wholesale businesses. I'm on its WizStudio team, which makes catalog-ready product photos with AI.

- Leading a team of 5+ SDRs across inbound and outbound

Head of Growth
Oct 2025 to May 2026

CeeVaa, Bhubaneswar

CeeVaa is an AI-enabled outbound platform for US local service businesses.

- Ran go-to-market for the US market from scratch: customer discovery, outbound and the first campaigns
- Led 5 interns running 5,000+ cold calls a month across about 10 US cities
- Owned the full sales cycle for the first customers: discovery, negotiation and signing
- Joined as employee #1, working directly with the investors and CTO
- Built ICPs, lead sourcing, 10+ cold email campaigns on Instantly, call scripts and discovery frameworks across three verticals: HVAC, janitorial and landscaping
- Chose JustCall after testing three calling platforms, and used Claude to automate reporting and dashboards
- Found SMB data quality to be the core constraint, and led three pivots: services, then PLG, then managed services on our own product

Founder and CRO
Mar 2025 to Oct 2025

Taloop, Bengaluru

Taloop was a specialist SDR hiring platform for B2B SaaS companies, in partnership with School of SDR, where I was Head of Talent Strategy.

- Helped 50+ companies hire SDRs
- Placed 25+ SDRs, with an average 45% hike on fixed pay
- Screened all 1,500+ SDR applicants, then spoke to the best 300+ myself
- Engaged 100+ B2B SaaS companies and signed 50+ clients at peak
- Ran intake, screening, vetting, matching, interviews and offers on n8n, Jotform, Google Sheets, Cal.com and Slack

Sales Development Manager
May 2024 to Mar 2025

Soroco, Bengaluru

- Led 3 SDRs across APAC and US enterprise to 90%+ of the H2 2024 SQL target
- Brought 60+ C-level attendees from Fortune 1000 companies to the APAC flagship event
- Built the inbound SDR function from scratch: lead routing, qualification criteria, email templates, call scripts and cadences
- Owned hiring, onboarding, ramp plans and weekly performance reviews for the team

Senior Business Development Representative, APAC and India
Oct 2022 to May 2024

BrowserStack, Mumbai

- $1M+ in pipeline and 85+ SQLs over five quarters: 109% of pipeline target and 114% of SQL target, combined
- 50+ calls a day; cold calls drove 70%+ of my SQLs

- Best Performer, Q4 2023
- Beat the pipeline target in 4 of 5 quarters and the SQL target in 4 of 5
- Owned the SDR function for Enterprise and Strategic APAC accounts
- Used email and LinkedIn as follow-through based on call outcomes, and worked with APAC AEs on account priority and handoff quality

HighRadius Jun 2019 to Sep 2022
Bhubaneswar

> **Senior Principal Analyst, ABM, Inbound SDR Team Lead** Jan 2022 to Sep 2022
> - Took the team to 75%+ of its H1 2022 target
> - Took over an 8-person inbound SDR team to steady its performance
> - Rebuilt the qualification framework and call scripts
> - Tightened the MQL-to-SQL handoff and top-of-funnel conversion
> - Onboarded RingDNA and Calendly with the Head of Marketing, for smoother SDR scheduling and better call tracking

> **Senior Financial Technology Advisor, Outbound SDR Team Lead** Jul 2021 to Dec 2021
> - Ramped 70+ SDR interns in six months
> - Led a team of 10 SDRs generating 24+ SQOs a month
> - One of 4 founding members of the RadiusOne A/R go-to-market team
> - Owned outbound messaging and SDR campaigns for the RadiusOne A/R launch
> - Ramped interns through structured training, script coaching and feedback cycles

> **Financial Technology Advisor, Outbound SDR** Sep 2020 to Jun 2021
> - 90% of outbound quota in H2 2020, US market
> - Led a team of 10 SDRs to 102% of the H1 2021 target
> - My cold-calling frameworks and email scripts were rolled out across the SDR team
> - Found and qualified CXO-level leads across mid-market accounts with LinkedIn Sales Navigator
> - Improved my MQL-to-SQL conversion by 35% through lead management, CRM hygiene and qualification discipline

> **Sales and Marketing Intern** Jun 2019 to Aug 2020
> - Converted to a full-time role within 14 months
> - Supported account-based marketing and lead generation for North American SMB accounts as part of the SDR team

Education

B.Tech, Computer Science 2016 to 2020
Kalinga Institute of Industrial Technology (KIIT), Bhubaneswar

Awards

- Best Performer, Q4 2023, BrowserStack
- At HighRadius, 2019 to 2021: Radiant of the Year 2020, Walking the Extra Mile, Team of the Year twice (2020 and 2021), Highflyer, and best team performer in three quarters

Certifications

Outreach Prospecting Specialist · Cold Calling: The First Seven Seconds · Cold-Calling Directors and Executives · ZoomInfo SalesOS Certification

Things I built

- Outbound Activity Tracker: what every SDR touched, every day. outbound-swart.vercel.app
- Inbound Activity Tracker: every inbound lead, its priority and every touch. inbound-peach-one.vercel.app
- Pit Wall: my phone is the pit board. pit-wall-five.vercel.app
- Orbit: never miss the dates that matter. getorbit.web.app
- The House of 1400: the news stands still, the numbers move. house14.vercel.app
- Andaaza: watch the world change its mind. getandaaza.vercel.app
- Crease: live cricket for India and the IPL. trycrease.vercel.app
- Health Atlas: am I getting better or worse? ihealthatlas.vercel.app
- TV vibehack: my TV, minus the ads, and faster. github.com/thefirstparth/tv-vibehack
- Namma Rain (in development): See the rain before it finds you. rain.firstlab.workers.dev

Recommendations from people I've worked with: bhatia.page/career