



AKANKSHA YADAV

25. MARCH 1991

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About me:

Growth and product marketing leader with 7+ years experience scaling European SaaS companies across AI, IoT, and DevOps. Experienced in GTM strategy & brand execution for demand generation, consistently driving user growth, pipeline & revenue.

EXPERIENCE

DEMAND GENERATION MANAGER

05.2026-PRESENT

Sunhat (Cologne)

Sunhat is a German B2B SaaS platform, leveraging AI to help Enterprises across Europe meet critical compliance goals.

- Creating demand generation strategy & implementing inbound pipe-gen engine
- Aligning sales and marketing to deliver collective pipeline goals
- Owning HubSpot automation, reporting and KPI monitoring

HEAD OF GROWTH

12.2022-05.2026

Graswald AI (Hannover)

Graswald AI is a German AI SaaS company leveraging gen-AI to automate e-commerce content creation.

- lead GTM strategy & execution to generate B2B pipeline worth +\$5mio resulting in \$1mio ARR within 1.5 years of launch
- lead all marketing projects end-to-end, incl. website launch, CRM setup, ABM automation
- Monitored & reported on key metrics like CPL & CR to optimise funnel efficiency

PRODUCT MARKETING LEAD

03.2022-12.2022

SwipeGuide (Amsterdam)

Swipeguide is a Dutch IoT SaaS company that has built a work instructions software aimed at improving shop-floor operations in the manufacturing industry.

- redesigned SaaS pricing model & packaging, resulting in 2x increase in base deal size
- led feature launches cross-functionally, aligning marketing, product and sales teams
- revamped website messaging & product positioning, driving 30% lift in demo requests

PRODUCT MARKETING MANAGER

01.2020- 02.2022

Embold Technologies GmbH (Frankfurt)

Embold is a German DevOps SaaS company that built a static code analysis tool to help software engineering teams write cleaner code.

- lead inbound strategy—increased qualified inbounds from 1 to 12/month; B2B pipeline worth +\$500k within 1 year
- created & led PLG strategy to grow user base from 0-10k users in under 1 year
- designed and identified value proposition + complete messaging & content strategy