

Mauli Mogal

Sales Development Representative | B2B SaaS & AI | Outbound · Cold Calling · HubSpot
7875092655 | maulimogal@gmail.com | linkedin.com/in/maulimogal | maulimogal.com

PROFILE

B2B SaaS professional with 4 years of experience across outbound sales and full-stack software development. I build outbound cadences from scratch, run consistent cold calling, and turn cold prospects into qualified pipeline. My MERN-stack engineering background means I sell technical AI products with credibility most reps can't match. CRM-proficient across HubSpot, Zoho, and Odoo, with experience selling AI-powered products into US and international markets. Open to US shift timings.

EXPERIENCE

Business Development Manager

The BAAP Company

Sep 2025 - Present

Remote

- Drive outbound prospecting and pipeline generation for an AI-powered enterprise SaaS suite: CRM, ERP, HRMS, AI Voice Agents, and Workflow Automation.
- Run cold calls, email campaigns, and LinkedIn outreach to book qualified meetings with decision-makers.
- Manage the full outbound funnel in HubSpot, tracking every interaction and pipeline stage for forecast accuracy.
- Research target segments, identify key accounts, and map decision-makers and buying committees within prospect organisations.

Business Development Executive & Pre-Sales Business Analyst

Britsure InsureTech Pvt. Ltd.

Apr 2024 - Sep 2025

Pune, Maharashtra

- Built the company's first structured outbound sales pipeline: cold outreach cadences, lead qualification criteria, and CRM processes from scratch.
- Ran outbound campaigns for InvestiGo, a B2B SaaS platform for insurance claims investigation management, and an AI-powered insurance risk management system, targeting insurers and field investigation teams.
- Delivered 50+ product demos to qualified prospects, converting outreach into proposals and signed engagements.
- Maintained clean prospect data, deal stages, and interaction records in CRM for accurate pipeline visibility.

MERN Stack Developer

SDLC Corp

Jun 2022 - Mar 2024

Aurangabad, Maharashtra

- Developed and maintained full-stack web applications across the MERN stack (MongoDB, Express.js, React, Node.js).
- Built and integrated RESTful APIs and third-party services into client-facing products for US and international clients.
- Collaborated with designers and senior engineers to ship features, fix bugs, and improve application performance.
- Worked in agile sprints, owning features end to end from development through deployment.

MERN Stack Intern

Techinvento

Dec 2021 - Feb 2022

Aurangabad, Maharashtra

- Contributed to MERN-stack web projects, building responsive React components under senior-developer guidance.
- Supported API integration, bug fixing, and testing across front-end and back-end tasks.

EDUCATION

MBA, Artificial Intelligence | Jain University (Distance Learning)

2024 - 2026

BBA in Computer Applications | MMCC, Pune University

2018 - 2022

SKILLS

Sales: Inside Sales, Sales Development (SDR), Cold Calling, Outbound Prospecting, Outbound Lead Generation, Multi-Channel Outreach, Cold Email Campaigns, LinkedIn Prospecting, Lead Qualification, Pipeline Management, B2B SaaS Sales, Product Demos, Account Mapping, US Market Outreach

CRM & Tools: HubSpot, Zoho, Odoo