DK Ruthan

Senior Onboarding Manager

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I have spent 20 years in customer operations, from founding a service consultancy to leading reporting teams. At Maltego, I use customer feedback and product data to design onboarding and identify the accounts that need follow-up.

Maltego Technologies GmbH

Aug 2019 - Present

Munich, Germany

Senior Onboarding Manager

Jul 2026 - Present

- Lead digital onboarding for approximately 800 company accounts. Built about 15 Planhat automations, wrote the customer emails and delivered the planned automations on schedule by the end of September.
- Coordinated work across onboarding, systems and analytics teams. When customer segmentation data was missing, specified the field and worked with the systems team to make it available for email targeting.
- Wrote SQL in Snowflake and built a Metabase dashboard tracking onboarding completion in the first 60 days. The team uses it in monthly and quarterly reviews to identify accounts that need follow-up.

Customer Experience Specialist, Scaled Touch

Oct 2024 - Jun 2026

- Helped deliver cohort onboarding, created learning videos for Community Edition users and demonstrated Maltego products in live customer webinars.

Growth Specialist, Growth Team

Aug 2023 - Oct 2024

- Phased the move to shared customer success coverage around renewal dates. Built a self-service portal and chatbot, reviewed unanswered questions daily and followed up with customers after adding missing guidance.

Operations Specialist, Training Team

Jan 2023 - Sep 2024

- Taught more than 100 students in a single live class. Tailored demonstrations to participants' investigations and taught advanced learners to develop Maltego transforms.

Customer Success Manager

Aug 2019 - Dec 2022

- Recruited, onboarded and mentored customer success managers. Built a shared SharePoint wiki and used performance data to identify process improvements for leadership.

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Customer operations and analytics

Earlier roles in Hyderabad, India

NTT DATA

Mar 2016 - Jul 2019

Senior Business Intelligence Analyst

- Led an analytics team responsible for client reporting. Automated recurring tasks with VBA, UiPath and Python, and designed Excel and Power BI dashboards for monitoring performance and investigating variances.
- Documented the reporting cycle and wrote handover guides so other analysts could take it over.

Dell EMC

May 2013 - Feb 2016

Team Lead

- Managed an outbound operations team serving global accounts. Introduced performance dashboards and service-level tracking for weekly reviews, and built SharePoint tools for agents.
- My team used the SharePoint Dispatch Kickback Tool I built to give feedback to the Tech Support agent who raised the ticket. It cut the effort of recording corrections and emailing agents by 50%. We processed 20% more tickets per person per day on average.

Genpact

Dec 2009 - Apr 2013

Process Developer

- Automated weekly and monthly reports with Excel and VBA. Trained new hires on support workflows and Lean process improvement, and handled escalations across phone, chat and email.

Baenlee Global Services

Apr 2006 - Nov 2009

Founder

- Founded a consultancy specialising in data and process automation. Built and ran an inbound service centre for a travel client, hired and trained the team, and used call reviews to coach agents.

Technical skills

Planhat, Salesforce, Amplitude and UserGuiding for customer onboarding. SQL, Snowflake, Metabase, Power BI, Excel, VBA, Python and UiPath for reporting and automation.

Education

Bachelor of Business Administration (BBA), Sikkim Manipal University, 2011 - 2013.

Languages

English, Hindi and Telugu (fluent). German (A2).