Manisha Raisinghani: Building the AI Layer for Enterprise Sales

From co-founding LogiNext to launching SiftHub, Manisha Raisinghani is using AI to solve one of enterprise sales' oldest problems: too much information, too little usable context.

Manisha Raisinghani · Founder and CEO · SiftHub
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Enterprise sales has a context problem.

Teams know the information exists. The challenge is finding the right answer, from the right source, at exactly the right moment.

That is the problem Manisha Raisinghani set out to solve with SiftHub.

Founded in 2023, SiftHub is an AI-native platform built for sales and presales teams. It brings together knowledge scattered across tools such as CRM systems, Slack, Google Drive, SharePoint, Confluence, Zendesk and other enterprise repositories, then uses AI to help teams respond faster to RFPs, prepare for meetings, create battlecards and surface deal-specific intelligence.

For Raisinghani, this is not her first company-building journey.

Before SiftHub, she was the co-founder and CTO of LogiNext, giving her deep experience in enterprise SaaS, product engineering and global technology markets. Her background also includes Carnegie Mellon University, where she was later recognised with an Outstanding Alumni Award.

What makes her current journey compelling is the transition: from technology leader to founder-CEO building directly at the centre of the generative AI wave.

From Engineering to Enterprise Intelligence

SiftHub was not created from a single brainstorm.

Raisinghani has said she held more than 200 customer conversations before locking in the problem, deliberately choosing to solve a narrow enterprise pain point deeply rather than build a broad, generic AI product.

That focus shaped SiftHub's early positioning.

The company began around RFP automation, but has since expanded into a broader presales and deal-orchestration platform covering enterprise search, deal briefs, competitive intelligence, sales collateral and other workflows.

The core thesis is straightforward: AI should not sit outside existing workflows as another tool to manage. It should deliver context directly into the work teams are already doing.

That idea is becoming increasingly relevant as enterprise buyers demand faster, more precise and more technical answers.

Backed to Build

In April 2024, SiftHub raised $5.5 million in seed funding, led by Matrix Partners India and Blume Ventures, with participation from Neon Fund. The capital was raised to build out its AI assistant and accelerate product development for sales and presales teams.

SiftHub now operates with teams in San Francisco and Mumbai, reflecting its dual-market ambition: build globally while drawing from India's technology talent base.

The company has also positioned itself around measurable productivity gains. SiftHub says early customers have used the platform to make RFP processes significantly faster and reduce time spent searching for information and assembling responses.

For Raisinghani, the bigger opportunity is not simply automation.

It is making every salesperson and solutions engineer more effective by giving them access to the same knowledge and context as the organisation's best performers.

The Founder as Product Leader

Raisinghani's leadership style still carries the instincts of a CTO.

She has spoken publicly about encouraging engineers to think beyond tickets and understand the underlying customer problem — an approach that becomes even more important as AI makes software creation faster.

She has also described the transition from CTO to CEO as one of learning where to spend founder time: increasingly on customers, feedback and business growth while gradually handing more engineering leadership to the broader team.

That combination — technical depth with customer obsession — is central to SiftHub's positioning.

In a crowded AI market, features can be copied quickly.

Understanding the workflow deeply is harder.

The Cover Story View

Manisha Raisinghani represents a particularly relevant generation of Indian technology founders: experienced enough to have built before, but early enough in the AI cycle to shape an entirely new category.

Her advantage is not simply that she understands software.

It is that she understands where enterprise software breaks down.

SiftHub is being built around a simple but powerful idea: the difference between a deal moving forward and a deal stalling is often not effort — it is context.

If Raisinghani can turn that insight into a category-defining platform, SiftHub may become more than another enterprise AI startup.

It could become part of the intelligence layer that sits behind how modern revenue teams work.

> **"The difference between a deal moving forward and a deal stalling is often not effort — it is context."**