



Aalap Gandhi

Transformation & Growth

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Technology is a perception. You have to have it right for you to resonate it for success; and the one not adapting with the changing time can not write the progress.

Thirteen years of rich experience in the blended mix of Sales, Strategy, Transformation & Brand Marketing.

Areas of Expertise

Sales Processes · Prospect Qualification · Account Management · Sales · Customer Satisfaction · GTM · Training
Digital Transformation · Strategy · Large Scale Implementation · Product Lifecycle · LTV · Customer Acquisition
Brand Marketing and Communication · Social Media · Networking · Presentations · Public Speaking
Technology · BFSI · Insurance · Digital and Print Media · Beverage

Experience

- **Account Manager, Sales** Oct 2022 - Present, Mumbai
LUMIQ (Crisp Analytics Pvt Ltd)
 - Generating Revenue and Managing Accounts for Data and Analytics solutions
 - New Business Development
 - Account Planning/Mapping & Pipeline Development
 - Identifying Opportunities and performing opportunity qualification assessment
 - Identifying key buyers and interacting with C level persona's
 - Analyzing business challenges and mapping it to products/solution offerings
 - Delivering presentations and assisting pre-sales during demonstrations
 - Seeking insights onto competition
 - Assisting in technical and commercial proposal preparation
 - Drive commercial discussions and negotiations
 - Work on various RFI's, RFP's & other closed invitation evaluation process
 - Account Management
 - Develop & Mine strategic Accounts for other Business Cases and Technology Services
 - Creating Steady Pipeline
 - Perform Account and Strategic planning
 - Periodic interactions with Business, Technology, Leadership, Procurement and other key entities
 - Ensuring customer satisfaction
 - Assist Delivery Team in existing Project execution
 - Candence Calls and Managing Escalations
- **AVP, Distribution Innovation and Strategy** Jun 2018 - Jul 2022, Mumbai
Future Generali India Life Insurance Company Ltd
 - 2 times Generali Asia Award Winner for Transformation in Distribution
 - Lead team to enable DX Transformation across Agency, Direct Marketing, Bancassurance and Partnership Distribution
 - Focused on Processes Digitalization to bring in efficiency and shorter TATs
 - Launched and Managed E2E platform lifecycle for 4 key sales enablers - POS, LMS, Agent Onboarding and BI Dashboard tools
 - Managed Campaigns, Lead Management and Activity Management across business vertices
 - Key Matrices - Engagement, Activation and Conversion

- DVP, Online Trading Business** Apr 2017 - Jun 2018, Mumbai
Asit C Mehta Investment Interrmediates Ltd
 - Lead the team of 12 to support Relaunch of Online Trading Platform
 - Managed online campaigns for Customer Acquisition
 - Managed marketing campaigns for New Product Launches
 - Supported development of new Online Trading Platform
 - Integral part of the team which lead Process Enhancement across value chain
 - Lead Brand Refresh for Online Trading Platform
 - Managed Digital & Social Media Marketing for the brand
- State Brand Head** Sep 2014 - Mar 2017, Ahmedabad
DB Digital / DB Corp Ltd
 - Lead Mobile App Launch in Gujarat
 - Achieved record 1.6 mn Download in first one month of launch
 - Responsible for Online User Acquisition & Direct Traffic Growth (Web/Mobile)
 - Managed Gujarat launch of New Brand Campaign
 - Managed Brand Communication and Marketing for Digital and Print Media
 - Managed marketing support while Relaunch of Vadodara Edition
 - Lead Offline Marketing and Promotion Activities
 - Supported Revenue Generation
- State Trade Marketing Manager** Jun 2010 - Feb 2013, Mumbai
United Spirits Ltd (Diageo)
 - Managed Mumbai Region for all Customer Marketing Activities
 - Provided marketing support to 40+ Sales personals
 - Responsible to manage Outdoor and Onsite visibility drives
 - Managed three Brand launches
 - Managing promotional activities at On-Premise and Off-Premise

Certifications

- Oxford University - Certificate Program in Fintech
- IBM - Introduction to Cloud
- AWS - Partner Sales Accreditation
- AWS - Introduction to Cloud Adoption Framework
- Google Cloud- Sales Credentials
- Google - Fundamentals of Digital Marketing

Education

- Post Graduation Diploma in Management** 2008-2010
 Entrepreneurship Development Institute of India, Ahmedabad, Gujarat
- BSC Electronics** 2005-2008
 Gujarat University, Ahmedabad, Gujarat