

Sid Kumar

Seeking Product Marketing Managerial opportunities

Alexandria, VA 22310

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Willing to relocate to: Washington, DC - Virginia - Maryland

Authorized to work in the US for any employer

WORK EXPERIENCE

Product Marketing, Business Development and Sales

Dat Mobile Solutions - Los Angeles, CA - 2016 - Present

Developed and executed sales, marketing and business development strategy for startup's cloud-based mobile application.

- = Performed market sizing, competitive analysis and product positioning to differentiate Dat Mobile's SaaS product.

- = Developed presentations and supporting sales material to clearly articulate product value proposition.

- = Collaborated with marketing team to rebrand website and prepared marketing collateral to increase brand awareness.

- = Researched businesses within the environmental health and safety verticals for market development and revenue

generation, resulting in 3 successful on-boarded clients and 4 undergoing beta-testing.

- = Identified a strategic partner within the safety vertical to gain subject matter expertise and develop a corresponding

inspection solution. Established sales processes, scripts, qualification criteria and negotiation tactics to help close

more sales deals.

- = Managed leads of initial business relationships obtained through phone/emails and built sales pipeline using CRM.

- = Analyzed customer data to identify key decision makers, sale patterns and unlock sales opportunities.

- = Conducted discovery calls, web demos with prospects and targeted customers. Understood their business model,

challenges and presented company's mobile system as a consultative solution to align with their needs.

- = Assisted CEO in preparing investor presentations and reviewing RFP's.

- = Planned and attended conferences, trade shows and networking events to promote product and generate warm leads.

- = Led and drove the sales cycle of all assigned sales opportunities from initial prospect communication through

contract execution.

B2B Sales Analytics and Marketing Intern

Hartwell Corporation - Los Angeles, CA - 2015-06 - 2015-08

Developed and launched a new e-commerce digital channel for the company as part of its go-to-market strategy to expand its

market share, generate new business and introduce value added products for B2B clients.

- Collaborated with customer service and marketing teams to build company's new e-commerce website and drive

corporate brand identity; 5 out of 10 suggestions were approved by the management for final implementation.

- Created competitive analysis, performed data mining and assessed market position in order to establish company's

leadership in the aircraft spare parts industry.

- Led the development of excel based sales tools and models and generated sales history reports for the last 5 years in

Excel dashboard; improving readability and helping sales team identify sales trend easily.

Senior Technical Analyst

Goldman Sachs & Co - New York, NY - 2008 - 2014

Launched new tools in the software testing environment to reduce testing effort, increase team productivity and drive usage of new products.

- Managed software testing of trading products on multiple projects for a team of 30 application developers.
- Partnered with development team to enhance automation framework and reduce software release time by 40%.
- Executed test marketing strategy by promoting the benefits of the newly built products to various internal technology teams; 3 out of 5 development teams adopted our products to assist in their testing process.
- Performed competitor analysis on similar products, monitored trends in financial services industry and gathered insights in order to make strategic recommendations for new product launch.
- Initiated and developed test metrics to track, manage and compare quarterly performance of team.

EDUCATION

Master of Business Administration in Marketing

University of Southern California, Marshall School of Business - Los Angeles, CA
2016-05

Master of Science in Computer Science

University of Southern California, Viterbi School of Engineering - Los Angeles, CA
2008-05