

Neha Sharma

Strategic Accounts Lead -North

Global Enterprise Sales

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An incisive Sales & Marketing professional with 14+ years of experience in enabling Digital transformation initiatives backed by a strong academic background

- Rich experience in Sales, Marketing , Corporate strategy, Product development, Product management and Go to Market execution
- Strong B2B Enterprise sales experience in technology/digital transformation space and handling CXO level conversations with large corporates across sectors viz. automobile manufacturing, Payment banks, E-Commerce, BPO, IT, Airlines
- Clearly demonstrated ability of identifying digital disruptions and niche business value propositions with proven track-record of delivering growth in new initiatives , effectively liaising with global teams
- Exposure across various geographies in India (including deep rural) and various lines of telecom business (B2B, B2C, VAS, M-Commerce) has sharpened my ability to solve problems and enhance customer value
- Working in unstructured situations and start-up environment within large organizations has helped me to sharpen my insight, foresight skills and deliver across organization levels.
- Excellent communication skills and ability to influence and convince clients.

Employment Scan

Tata Communications Limited

Bharti Airtel Group

14+ Years

2015-Present

2005-2015

Professional Experience**Tata Communications Ltd.****4+Years****Apr'17 – Present****DGM - Strategic Account Lead –North**

Delhi- NCR

- Responsible for managing the relationship for Strategic accounts based in North India with a Revenue base of USD 10mn
- Aiding the digital transformation initiatives of clients & leading Tata Comms. foray into the space of hosted product portfolio (SD WAN , Cloud , Security, UCC , CDN , IoT)
- Handled Marquee clients such as Indigo Airlines (Interlobe Group), Maruti Suzuki India Limited , EXL , NIIT Group, Concentrix and achieved Sales ACV of USD 3+Mn

Jul'15 – Mar'17**DGM -Regional Business Lead – Ecommerce & Healthcare**

Delhi- NCR

- Responsible for Tata Comms. entry into new E-Commerce and Healthcare segment clients based out of North India
- Successfully onboarded clients such as Paytm, Snapdeal, Cardekho etc. Handled range of products and services and led TCL's entry into some of the largest North India based e-Commerce companies in India , winning deals of USD 1+ Mn

Bharti Airtel Group**10+ Years****Jul'13 – Jun'15****Head Sales & Marketing – Airtel Money**

Ahmedabad-Gujarat

- Airtel money P&L owner with responsibility of strategic and operational aspects of Airtel money business in Gujarat , driving customer adoption of 'Airtel Money', including go-to-market planning, driving repeat usage and revenue
- Handled a team of 7 Zonal M-Commerce Managers, 1 Business Development Manager and 23 sales officers

Jul'11 – Jun'13**Senior Manager – Marketing (Mobile Internet)**

Gurgaon-NCR

- Part of high performance team responsible for 2 key strategic projects (Data Go to Market and Count of 3) aimed at increasing adoption of Mobile Internet and Non Voice Services
- Worked with Boston Consulting Group to design and implement segmentation frameworks aimed at increasing upsell and cross sell of Mobile Internet(2G/3G) services
- Responsible for Pricing/product/Launches/Go To Market Strategy/Partnerships
- Developed digital life strategy , Specialized BTL campaigns , Near Real Time trigger based campaigns

Mar'10 – Jun'11**Senior Manager – Marketing (Non-Voice CLM)**

Gurgaon-NCR

- Worked with **Mckinsey team** to design and implement National Non-Voice CLM IT system enabling micro segments based on customer's Non Voice Usage (300+ usage KPIs SMS, Data 2G/3G, VAS)
- Responsible for National roll-out and institutionalization of standard segmentation frameworks

Jun'06 - Feb'10**Manager - Marketing**

Jaipur-Rajasthan

- Part of Marketing team with Revenue ownership stints spanning across Acquisition , U&R for Postpaid LOB and VAS

Jun'05 – May'06**Bharti Airtel Group : Young Leader**

- Campus placement into Bharti Airtel's accelerated development program of Young Leaders

Education:

PGDBM	IMT Ghaziabad	MBA	Jun'03- Mar'05	7.34/9
BE	MLV Textile Institute	B.E Textile Tech.	Jun'99- Apr'03	82.1%
Class XII	KV II Army, Jodhpur	CBSE, New Delhi	Jun'98- Apr'99	79.2%
Class X	Army School, Jodhpur	CBSE, New Delhi	Jun'96- Apr'97	86.4%