

# AMIT BHALLA

MBA | BBA | MARKETING | SALES | OPERATIONS

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## MARKETING | SALES | PRODUCT MARKETING | BRANDING

**Marketing and Sales executive with 16+ years of experience. Passionate about Marketing, Customer Service, Branding, and Business Strategy.**

- Currently the Product Marketing Manager for BCG's flagship SaaS solutions in AI and ML (Lighthouse by BCG), Transformation Management (KEY by BCG), Retail Banking Benchmark (REBEX by BCG), and Zero-Based Organization (ZBO by BCG) and part of the cross-functional leadership team.
- Driving Business Development, GTM Campaigns, Product Launches, Sales Enablement for products. Developed market segmentation for our SaaS offerings relying on data to improve product interest and sales, observing product usage and customer feedback to develop strategies to enhance our value proposition.
- Developing compelling marketing copy for different product audiences (i.e., BCGers and External Clients). These are persona-driven with tight positioning statements and proof points.

**Full-stack developer by hobby with knowledge of Python, JavaScript, Django, Django REST Framework, React, SQL, HTML5, CSS3, MySQL, Docker, Adobe XD and Photoshop.**

## NOTABLE ACHIEVEMENTS

- Ensured the growth of Lighthouse, which has grown 10x times within one year, revenue, team size, and scale, through rigorous digital marketing campaigns on LinkedIn and internal to BCG, conducting round tables with the stakeholders and senior industry experts, and joint PRs with partner companies.
- Pivotal in the deployment of KEY by BCG through digital marketing campaigns, go-to-market strategies, sales enablement, internal marketing activities, and round tables for client feedback.
- Worked to build BCG GAMMA/Omnia's Value Proposition – the company's visual and verbal identity; developed the Brand Identity Guide in partnership with the Creative Team, and ran various campaigns to assist in developing resonance for BCG Omnia.
- Built a team of 12 members for product marketing and streamlined the structure for media relations, social channels, and internal operations to develop product promotion marketing assets.
- Lead and delivered many initiatives that involved changed management—recognized as a project manager who never drops the ball.

## EMPLOYMENT HISTORY

### Marketing Manager

01/2019 – Present

Boston Consulting Group, Gurugram

**At BCG GAMMA/Omnia, my role has three main parts.**

1. **Product Marketing:** Leading product marketing for our product teams and managing the end-to-end GTM strategy for our products, including internal and external campaigns, branding, funnel development, and ROMI.
  - Leading a team of Digital and Product Marketers
  - Developing effective marketing strategies and plans to communicate the features and benefits of new products to customers
  - Managing all aspects of product marketing, including the voice of the customer, competitive analysis, market forecast, branding, GTM, and product positioning
  - Defining and managing a comprehensive go-to-market strategy and plan that included positioning, launch strategy, public relations, sales support, and partner material
  - Working cross-functionally to ensure operational excellence with partners; understanding partner business models and products to develop best partnership strategies and executing the plans
  - Building and managing use case-specific marketing material to strengthen the proposal and sales pitches, including vignettes, case studies, testimonials, infographics, insights, and thought pieces
  - Developing product messaging that sets new products apart from others in the market to give them a unique selling point
  - Managing the lead generation and management system and chasing down the leads using Salesforce
  - Rendering branding efforts, including social media presence and developing the brand's personality, visual language (including Brand Guide); running campaigns using newsletters, videos, and so on, to create interest among the customers on LinkedIn and other platforms

- Obtaining insights into customers' usage of current products, untapped opportunities, and buyer personas through interviews, surveys, focus groups, and sales data; analyzing the customer's insights, consumer trends; and conducting market analysis and research for competitor activities
- Assisting the Sales Team to create pitch materials and how-to videos of the products
- 2. Marketing and Brand Strategy:** Leading efforts to establish our positioning, identify target audiences, and develop marketing plans with specific objectives across different channels and segments available to BCG. Worked to build BCG GAMMA and Omnia's Value Proposition, our visual and verbal identity. Developed the Brand Identity Guide in partnership with the creative team. And running various campaigns to help build resonance for BCG GAMMA/Omnia.
- 3. Marketing Operations Management:** Leading a team of Digital Marketers, to manage all of BCG GAMMA/Omnia's marketing efforts for digital B2B and B2B2C products.
  - Managing embedded Marketers who work with Product teams to drive their marketing plans, followed by the planning and creation of marketing assets. And finally, execution and tracking of campaigns.
  - Built and managing a network of vendors, to extend our capabilities (i.e., Videos, Print ads, Demo videos, etc.).
  - Working on Lead Management, Analyzing Customer Insights, Consumer Trends, Market Analysis. Providing dashboards of marketing performance/ ROMI to the Leadership and Product teams.
  - Conceptualizing and executing multi-channel campaigns across the prospect and customer lifecycle, ensuring the alignment of communications and messaging across all channels

Consistently recognized by our senior leadership and a very strong performer, my work has impacted BCG GAMMA/Omnia's revenues. Led internal marketing initiatives, e.g., Building an in-house microsites platform, building an in-house microsites analytics system, and building an in-house leads tracking system.

**Marketing Lead** 05/2014 – 12/2018  
Boston Consulting Group, Gurugram

Marketing planning, Account Management, GTM strategy, and Operations Management

**Sr. Analyst** 10/2008 – 05/2014  
McKinsey and Company (McKinsey Solutions), Gurgaon

Product Marketing and Management for a Digital Benchmarking Solution (McKBench).

**MIS Executive** 01/2007 – 09/2008  
HCL BPO Limited., Noida

At HCL, I worked on reporting for clients on the call data originating from agents answering technical queries on the phone.

**Marketing Executive** 04/2003 – 03/2005  
SBI Funds Management Limited., Shimla

At SBIMF, worked on reinvigorating the agent sales network as well as direct selling of Mutual Funds

## KEY SKILLS/ KEY AREAS OF KNOWLEDGE and UNDERSTANDING

MARKETING	PRODUCT MARKETING	BRANDING
POSITIONING	PRODUCT LAUNCHES	BUSINESS DEVELOPMENT
CHANNEL MANAGEMENT	ACCOUNT MANAGEMENT	VENDOR MANAGEMENT
B2B AND B2B2C MARKETING	CONTENT WRITING	VALUE PROPOSITION DESIGN
CONSUMER DISCOVERY	DEMAND GENERATION	LEADS GENERATION

## QUALIFICATIONS

International Certification in Product Management & Marketing (ICPM) | Institute of Product Leadership  
Master of Business Administration - Marketing (MBA) | Punjab Technical University - Jalandhar  
Bachelor of Business Administration - Marketing (BBA) | Panjab University - Chandigarh