

# Sajith Painady

✉ [sajiths2013@email.iimcal.ac.in](mailto:sajiths2013@email.iimcal.ac.in)

📞 (+91) 9940398633

📍 Bangalore, India

🌐 [linkedin.com/in/sajithps/](https://www.linkedin.com/in/sajithps/)

## SKILLS

- Consultative Sales
- Digital Marketing
- Team Management
- Marketing Consulting
- Program Management
- Stakeholder & Vendor Management

## EDUCATION

- IIM Calcutta  
PGDM/MBA 2011 - 13
- MA College of Engg, Kerala  
BTech ECE 2003 - 07

## PERSONAL DETAILS

- Nationality: Indian
- DOB: 27<sup>th</sup> Feb 1986
- Marital Status: Married
- Languages: English, Hindi, Malayalam, Tamil

## PROFILE OVERVIEW

Proven leader with ability to strategize and execute. 7 years of experience in Consultative B2B Sales, Marketing, Strategy, and funded startups, with a Post-Graduation in Management from Indian Institute of Management (IIM) Calcutta. Currently running a profitable bootstrapped digital agency I founded in 2015 and scaled to 22 employees. Looking for leadership roles in Growth, Operations, Marketing, Product, and Business Development; preferably with P&L

## WORK EXPERIENCE

### Founder & Managing Director

#### Markon Strategy Consulting Pvt Ltd

Aug'15 - Present

Markon is a Growth Marketing & Consulting agency that focuses on Inbound Marketing and Marketing Automation, with 15 employees and offices in Bangalore & Gurgaon.

- **Key Services:** Digital Marketing, Marketing Consulting, Marketing Automation, and Growth Hacking projects for Funded Startups and Enterprises.
- **Industries Worked With:** B2C & B2B Finance, aggregator/platforms for trucking, health, & FnB, ecommerce, real estate, education, sports, travel, CSR, automotive, electronics hardware, HR services, medical devices, healthcare services, fashion, industrial goods

#### Sales and P&L

- **Hunting:** Sold complex digital marketing services worth INR 20 million to funded-start-ups and enterprises through **consultative selling**. Built pipeline of 100+ million and 400+ leads via networking as Sales Head for the company
- Built partnerships and clients in US, Germany, UK, Middle East, Australia
- **Farming:** Managed 20+ client relationships as Account Manager; Successfully converted 12 pilots to long contracts; Grew accounts with add on services.
- **Sales Ops:** Set up ran field & tele-sales teams for clients – cumulative 40+ ppl. Designed process and implemented sales CRM for acquisition & cross sells; 6+ firms (100+ users, 100000+ leads), including million-dollar funded start-ups
- **Managed P&L** for the bootstrapped business with months long cash cycles

#### Marketing & Consulting (30+ clients)

- **Consulting CMO/Strategy Consultant:** As Consulting CMO for 50cr+ clients; GTM/Positioning/Digital Strategy for 30+ clients
- **Digital Marketing:** Strategized and executed Lead Generation, Content Marketing, Email, SEO, ASO, Facebook/Instagram, Google Search/Display, YouTube, LinkedIn, Mobile App, Managed 200 million+ cumulative budget
- **Traditional:** Ran Events, PR, OOH, Print, Exhibitions, franchisee campaigns
- **Analytics & Tools:** Hands on design & implementation of web & mobile analytics. Hubspot, Freshsales, Marketo, Zoho, Google Data Studio, GA
- **Product:** Planned roadmaps, created information hierarchy for automotive and healthcare apps. Developed 20+ websites. Defined UIUX, features, wireframes

#### Operations & HR

- **Scaling Ops:** Scaled ops team from 0 to 22 people in 18 months. Designed operational delivery team structure and processes. Designed & operationalised HR, finance, admin functions. Managed distributed team in Bangalore/Mumbai
- **People Management:** Designed MBTI based, always-on recruitment process; 200+ interviewed, 50+ hired in 3 cities. Recruited for field sales, tele-sales, digital marketing, project management, IT, web dev, design. Designed career paths and managed performance reviews;
- **Vendor Management:** Identified and managed vendors for marketing tools, market research, events, PR, CRMs, Automation, and UIUX for clients

## WORK EXPERIENCE (Contd.)

### Business Development Manager – IT Services (IBM Partner)

Maarga Systems Pvt Ltd, Chennai, India | Client: US Pharma, IT, EU Chemicals

May'13 – Aug'15

#### Account Manager

- **Managed 40% of the ARR(annuity revenue)** & the second biggest client; Lead team of 6 devs & 2 TLs
- Implemented **international best practices (ITIL)** in the firm. Reduced escalation related costs by 70%
- Lead fresher recruitment process. Interviewed 200+ candidates and hired 20+. Appreciated by COO
- Lead Migration Practice, one of two big bets for the company's future; Conducted marketing Webinars

#### Lead, Inside Sales

- **Lead 4 member inside sales team.** Worked in Business Analysis, created reusable pre-sales assets
- Set up the Inside Sales team; Set up and owned CRM for Sales Team. Defined strategy, handled resourcing

### Software Engineer – Data Warehousing (Accenture)

Accenture Services, Chennai, India | Client: US Life Insurance Company

May'08 – May'11

- Won **Accenture Celebrates Excellence** award for outstanding contribution. One of 30 people in 50000
- Earned multiple Celebrating Performance awards for quick learning, keeping deadlines & value addition
- Mentored 12 resources; Took 125+ hours of technical training; Created assets to save 300 hrs annually
- Worked on Data warehousing, PL/SQL, Informatica, Actuate, TrueComp, Business Objects, QC

## INERNSHIPS AND LIVE PROJECTS

### Sales & Marketing Intern – FMCG (SuperMax)

Supermax Personal Care Pvt Ltd, Ahmedabad, India

Apr'12 – May'12

- Proposed new **Terms of Trade** for distribution partners after studying competitor distributor ROI
- Proposed **SKU Rationalization** based on Pareto analysis and field interviews; Controlled cannibalization
- **Identified distributors** for unified distribution network for wholesale & retail. Potential cost saving 30%
- Oversaw Focus ERP implementation; Liaised Sales & Marketing and IT teams; Expedited the process

### Live Project – FMCG Distribution (HUL)

Hindustan Unilever Ltd, Kolkata, India

Sep'12 – Oct'12

- Benchmarked HUL distributor ROIs with other FMCG firms in Kolkata quantitatively and qualitatively
- Analysed methods of Distributor ROI calculation and deconstructed ROI into key elements

### Live Project – Marketing (CINI)

Child In Need Institute NGO, Kolkata, India

July'12 – Aug'12

- Designed community-based distribution model for Child In Need Institute's Nutrimix Social Business
- Suggested line extension to increase market penetration and retention of Nutrimix health supplement

## CO-CURRICULAR ACHIEVEMENTS

### IIM Calcutta

- Won '**Best Directed Ad**' out of 73 teams in Brandwitch ad-making competition, IIMC 2012
- Finalist in Lemon Tree Hotels Marketing and Strategy case study contest. Chennai Alum Workshop 2012
- Won **Best Team in Social Media** Promotions, experiential marketing contest Mandi. IIMC 2012

## POSITIONS OF RESPONSIBILITY & EXTRA CURRICULARS

### President, Photography Club, IIM Calcutta

- Led a team of 45 members; Recruited from a pool of 100+ applicants
- Organized 2 exhibitions with footfall of 12000+, photo contest with CRY, and managed 1.5 lakh budget

### Accenture

- **Training Champion:** Managed 500 hours trainings, 60 technical certifications and 7.5 million funds
- Editor, Industry Newsletter: Ran the business vertical newsletter INCENTIVUM. 2000+ global recipients

### MG University

- Publishing: Cofounded & published Conzole magazine to popularize Linux; Sold in 5 colleges
- **Quizzing:** Won 15+ state level contests 2004-'07. Represented MACE Kothamangalam for three years
- Football: Represented IIM Calcutta 2011/12, Accenture Chennai 10/11; MACE Kothamangalam 05/06