

## SWAPNIL SHARMA

+91 9989337881 | [swapnil.a.sharma@gmail.com](mailto:swapnil.a.sharma@gmail.com) | [LinkedIn Profile](#)



### Senior Sales & Key Account Management Professional

- ❖ Management professional with 12 years of progressive experience and proficiency in Business Development, Sales, Account Management, Strategic Alliance/ Channel Partnership and Marketing functions
- ❖ Skilled to drive business growth, build a go-to-market plan, implement sales strategy, capitalize on new revenue potentials, and manage all aspects of the sales cycle
- ❖ Efficient in building and retaining a strong base of customers through effective & actionable account plan with customer insights and fulfilment initiatives
- ❖ Well-versed in business analytics, risk analysis and demonstrates value proposition and relationship excellence practices in the overall sales process
- ❖ Served clients from Banking verticals to NBFC, Financial Services, Insurance, Fintech, IT/ ITeS, Telecom, Manufacturing, Real-Estate, Retail, e-Commerce, Healthcare, Hospitality covering geographies such as India, US, Europe, GCC, ASEAN & APAC regions

### Career Synopsis

**Oct 2019 – Present**

**Exponentia Data Labs, Mumbai, India - Vice President - Sales**

Exponentia is an AI-tech organization; built a conversational AI platform Engagely.ai in 2017 that helps organizations to cater to their stakeholders in a better way using AI and resulting into larger scales of efficiency and optimization.

#### Responsibilities: Sales

- Put in place a completely fresh sales strategy by way of ensuring critical customer insights and innovative fulfilment initiatives to onboard new clients as well as retain existing customers.
- Building strategic partnerships with system integrators and packaged software vendors.
- Leading a team of 04 Sales Managers, 03 Customer Success Managers and 02 Inside Sales Executives to support and build a strong sales pipeline for the Pan India and SEA markets to achieve \$ 1 Million QRR by Q3FY2021.
- Closed deals with Probus Insurance, Angle Broking, UPL, Godrej and pilot deals with Barclays, Pepsico, JSW and Motilal Oswal.

**Oct 2017 - Sep 2019**

**Ricago (Clonect Solutions Private Limited), Bangalore, India**

**Head – Sales, Account Management, Channel Partnerships & Marketing**

Ricago (Clonect Solutions Private Limited) is in a space of Governance, Risk & Compliance (GRC) and helps organizations to discover and mitigate risks of non-compliance through its technology solutions (SAAS). Ricago product suite consists of a Compliance Management System, Contract Management System, Insider Trading Policy Management System and Services such as Audit, Risk Assessment, GST Reconciliation & Filing and ESOP Management.

**Responsibilities:** I oversee the complete commercial side of the business covering direct sales, customer success/ account management, channel partner sales/ strategic alliances and product marketing functions. I collaborate with Product and Implementation Teams for market & demand evolution and product growth standpoints.

#### Key Contributions: Sales (Hunting - New Account Acquisition)

- ❖ Lead a team of 03 Sales Managers, 03 Customer Success, 03 Inside/ Pre-Sales Personnel and 02 Marketing Executives to support and build a solid sales pipeline for the Pan India market.

- ❖ Built a completely new sales team with a new approach along with ensuring constant closures. Gradually increased no. of closures month-on-month and deal size as well by way of targeting diversified client-base from large organizations to public sector undertaking, BSE/ NSE listed and IPO bound organizations.
- ❖ Had been coaching and mentoring the entire team to develop and grow into their next roles, have helped in grooming team members to diverse/ cross-functional roles including sales, account management, people management/ sales operations, business analysts and customer success.
- ❖ Had been maintaining required monthly sale (new accounts) supported with cross-selling & upselling from existing clients and business from channel partners which aggregates to \$1 Million Quarterly Run Rate.
- ❖ Successfully added 75+ large clients (Embassy Group, Axis Bank & Finance, Canara Bank, Mashreq Bank, Motilal Oswal, VMware, Swiggy, Suguna Foods, Continental, Asia Healthcare etc) in 23 months with a 2X growth rate.

#### **Customer Success/ Account Management (Farming)/ Channel Partner (Alliance)**

- ❖ Lead customer success and account management programs with Pan India customers. These programs managed various initiatives to improve customer on-boarding experience and post-sales support.
- ❖ Introduced various automation/ RPAs such as ticket raising/ technical issue reporting process for faster resolution and increase deeper engagement with clients by way of providing assistance at critical times. Ex. Automated invoice creation provides flexibility to the client for monthly/ quarterly/ annual payments.
- ❖ Customer Success program involves deeper engagement with clients to get their actual feedback, challenges they are facing, showcase the product road map & other products (Up-sell/ cross-sell and on-board group companies, departments, divisions, legislation areas to increase no. of user licenses).
- ❖ Defined the farming strategy keeping in mind our niche target audience: CFOs, Compliance Officers, Legal Counsels/ Attorneys, Company Secretary etc. Collaborated with teams across functions such as implementation, Customer Success, Legal and Product; to implement customer-centric strategies.
- ❖ Had been collaborating with the Product team to identify how customers are using our software, initiate and drive continuous process improvement plans and build a strategy for new products features and services.
- ❖ Managed Customer Success & Channel Partnerships with OEMs/ Services/ Consulting/ Legal/ Advisory/ Big 4s.

**Aug 2014 – Oct 2017**

**Xoxoday (Nreach Online Services Private Limited), Bangalore, India**  
**Associate Vice President – Sales & Key Account Management**

Xoxoday offers a reward & recognition service empowered with R&R software (RAAS) that helps companies to automate and manage their employee/ user engagement, rewards and channel partner incentive programs.

I joined ProdIntel Technology Pvt. Ltd. in August 2014; a technology company which was working on Reward & Recognition (R&R) Technology “ENGAGE” for organizations to engage and reward employees, partners and customers. I joined ProdIntel to study and strategize go to the market plan of “ENGAGE” to ensure its successful launch & roll out. ProdIntel was acqui-hired by Xoxoday (Nreach Online Services Pvt. Ltd. an eCommerce Company) in Nov 2015 to adopt R&R Technology and leverage it with their rich catalogue of amazingly curated experiences and exciting gift vouchers.

#### **Responsibilities:**

- I joined the Xoxoday team to handle sales of South & North India regions and later taking care of complete Pan India & International (US, GCC, ASEAN & APAC) markets.
- I managed the top 25 clients (Infosys, Accenture, Cognizant, Société Générale, Continental, SBI Card, HCL etc.) aggregating 30-40% of the top line and impacting more than 50% of bottom line.
- Lead a team of 15+ members across Sales, Customer Success/ Account Management and Insider Sales/ Pre Sales.

- I built new revenue streams and managed strategic alliances & partnerships across industries such as Banking (Axis EDGE, Bank of India), Telecom/ DTH (Airtel), Hospitality (Mahindra Holidays), FMCG (Pepsico) and more to use services on revenue share models in their customer engagement and reward programs.
- Supervised all inbound business queries, RFI & RFP responses, evaluate and validate commercials & proposals; responsible for all business negotiations with customers/ partners.

#### **Key Contributions:**

- ❖ Implemented a mechanism of both vertical as well as horizontal penetration of existing & new accounts and helped Xoxoday to register growth of ~100% YOY (FY 15-16 and 16-17).
- ❖ Expanded services and acquired new clients and partners from the uncharted territories which lead to maximizing market penetration and revenues.
- ❖ Maintained a productive business relationship with customers with a maximum 95% customer satisfaction rating in eCommerce space by way of running deep customer engagement programs.
- ❖ Registered the highest individual sales of \$3+ Million along with team's achievement of \$10+ Million to win "Rajnikant of Sales" Award (FY 2016-17) as Apple Macbook.

**Jul 2013 – Jul 2014 [Monocept Consulting Private Limited, Hyderabad, India]**

**Manager - Business Development & Sales**

Monocept is a technology venture with an expertise in solving complex enterprise mobile, web & cloud solutions. Monocept was founded by ex-Microsofties in 2010.

#### **Responsibilities:**

- Focused to build a sales structure and built a team of 06 members within 13 months' time.
- Identify & scope new business leads, engage prospective clients to demonstrate company services/ products and understand their business challenges where we can provide value.
- Derived company's Marketing & Branding strategies and various SEO/ SEM/ SMM initiatives to garner brand positioning of a company.

#### **Key Contributions:**

- ❖ Produced customers with a realized value of company offerings/ products especially in the latest technology domains such as ERP, BI & Analytics, Mobility, Cloud Computing, Infrastructure and Security.
- ❖ Helped to bring the business of \$5 million in 13 months majorly from the US; Bankrate, Seamless, Meru Cabs, ICICI Prudential are name of few.

**June 2008 – July 2013 [DQE International Limited, Hyderabad, India]**

**Deputy Manager - Business Development & Sales**

DQE is a technology company engaged in interactive Animation, Mobile Apps, Games Development and VFX.

**Responsibilities:** Joined as a Management Trainee in June 2008 directly under Chief Business Officer and prompted as Dy. Manager in April 2011. Assisted to identify and scope new business leads, up-selling company services and partner onboarding across the US, Europe and APAC regions. Worked on all business queries, RFIs & RFPs and helped senior management in business negotiations with clients with correct evaluation of project budgets/ bids.

**Key Contributions:** Implemented process documentation work for troubleshooting and enhancing sales efficiency. I was part of the team that lead the company to IPO, derived New Venture and M&A strategies.

### **Education/ Qualification**

Bachelor of Technology (Electronics & Communications Engineering), **2004-08**  
ICFAI Institute of Science & Technology, Hyderabad, ICFAI University - INDIA