



Mohit Suri

**Corporate Strategy/ Sales, Marketing & Brand Management/
Business Advisory/ Performance Management**

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CORE COMPETENCIES

Corporate
Strategy &
Business
Advisory

Sales Scale-up
Strategy

Marketing &
Brand
Management

Leadership,
Team Building
& Decision
Making

B2B /
Institutional
Sales

Training &
Organization
Development

CRM,
Analytics &
Performance
Management

PROFILE GLANCE

- + Enterprising and Resourceful Professional with over **16 years** of rich experience (including **7 years of Start-up Experience**) in **Corporate Strategy & Advisory, Sales & Marketing Strategy, Business Development, Brand Management, CRM & Analytics**
- + Defined and managed comprehensive **Go-To-Market Strategy** and Execution Plan including **Product Positioning, Brand Launch, Public Relations and Partner Management**
- + Developed Corporate Strategy and drove Performance Management for **100 + B2B** sales professionals to chase an aggressive **Sales Target of 100 Cr.**
- + Awarded among **The Most Influential Marketing Technology Leaders** by World Marketing Congress for **Complete Organizational Transformation**
- + **Redefined & Revamped Sales Strategy** & Approach including Hiring, Competency Mapping and Learning & Development - Resulted in **High Retention & Reduced Operational Costs.**
- + Led a **full-scale CRM Migration for over 150 Users** - Exponential Increase in Operational Efficiencies, with **50% Cost Reduction**
- + Engaged with clients & management for evolving **Strategic Vision, Driving Change, Building Products/Services Roadmap, Infusing New Ideas & Executing New Initiatives** to take Organization to the next level

EXPERIENCE

Nov, 2017 - Present

HEAD, SALES EXCELLENCE, MARKETING & CRM – IMAX Program

One of the fastest growing Ed-Tech organisations in B2B space

Growth Path:

Nov'17 to Feb'18 as **Independent Sales Strategy Leader**

Mar'18 to Till Date as **Head (Sales Excellence, Marketing & CRM)**

+ Sales Strategy & Execution

- o Strategizing organizational target & achievement parameters (new & renewal business) inline with product variants, regions & teams - **Achieved Year on Year Revenue Growth of over 75%**
- o Defining & monitoring monthly review metrics & KPIs, ensuring adherence to operational standards and building efficiencies - **leading to significantly increased Reach & Funnel Conversion Ratios**
- o Re-defining & revamping **Sales Strategy** including Hiring, Competency Mapping and Learning & Development - **resulting in High Retention & Reduced Operational Costs**
- o **Establishing a Training Platform** for continuous learning & development (covering sales, product, processes & behavioural trainings through physical/online/video artefacts)
- o Setting-up “**National Champions Contest**” - **A Game Changing Performance Accelerator**

+ Brand & Marketing - P & L Management

- o Brand, Communication & PR Management (internal & external) – Managing **end-to-end Marketing Communications** (Digital / Offline), Campaigns, Collaterals, Website, Social Media Channels & Customers/ Partners/ Market engagement activities
- o **GTM strategy development** & execution both for Product & Sales
- o **Channel Partner Acquisition & Scale-up Strategy** leveraging focused campaigns, events & engagement activities - **Successful activation of over 200 Partners in 2 years**
- o Rapid **App Launch** strategy & execution
- o Leading **100+ Leadership Events** including one of the **Largest & Most Royal Channel Events in Publishing Industry**
- o Setting-up & scaling **Inside Sales, Reference Campaigns & Video Marketing Activities** for Opportunity Generation

+ CRM & Analytics - Leading & Supervision a **full-scale CRM Migration**

Oct, 2016 - Nov, 2017

FOUNDER & CEO - FreshOO

Entrepreneurial Experience - *A successful Health Start-up*

- + Built the Organization from scratch, managed multiple roles & functions - **Achieved Operational break-even within 1st Year of Launch**

- Set-up Functional Teams – Operations, Delivery, Sales & Marketing
- Created **Partnerships & Alliances** with International Schools, Corporates, Online Portals & Suppliers
- Managed **end-to-end Sales, Marketing, Brand Positioning & Promotions** through multiple large- scale events

Mar, 2014 - Oct, 2016

VICE PRESIDENT, SALES & MARKETING – Eureka Outsourcing Solutions

A leading 4000 people BPO/KPO with offices & clients across India

- + National Sales Management – Achieved an aggressive revenue target of **100 Cr. Over 2 years (with New Order Booking of 45 Cr.)**
- + **Revamped Organizational Strategy, Branding & Positioning**
 - Transformed from a **mid-size outbound BPO to a high-end KPO**, Customer Life Cycle Management & Helpdesk Services Provider
 - Performed **re-branding of the organization across communication channels** (Online - Website/Social Media, Offline - Print media & **pan India offices branding**)
- + End-to-end Customer Relationship Management
- + Multiple Teams Management - Sales, Inside Sales, Marketing & Presales

Feb, 2010 – Feb 2014

ASSOCIATE VICE PRESIDENT, SALES & BD - B2R Technologies Pvt. Ltd.

Start-up - Among the top 3 rural BPOs across India

- + **Sales & Marketing Management:** Core Team Member of the Organization Growth over 3 Years from **10 to over 250 Employees** and from **01 Centre to 5 Centres.**

Dec, 2008 – Jan, 2010

BUSINESS DEVELOPMENT MANAGER - TAKE SOLUTIONS LTD.

A leading provider of software products & services for Lifesciences & SCM

- + **Set-up North India Business** – Set-up teams & processes for new business acquisition, & existing accounts expansion
- + **Sales Activities** – Achieved **Annual Target of INR 25 Mil.** by selling SCM products & services to Retail, FMCG, Lifestyle & regulatory products & services to large Life Sciences organizations

Nov, 2005 – Nov, 2008

ASSISTANT MANAGER, INTERNATIONAL BUSINESS - MothersonSumi

Infotech & Designs Ltd. (A subsidiary of Sumi-Motherson Group)

- + **Set-up Offshore Business**
 - **Domestic Market (FY 06-07)** - Initiated formal business development activity to generate business from outside the group companies - **Achieved Annual Revenue of INR 12 Mil.** by selling technology services and solutions to domestic market (large BPOs & Manufacturing organizations)

Jan, 2005 – Nov, 2005

- **International Business (FY 07-08)** - Replicated market penetration activities for international (U.S.) business - **Achieved Annual Revenue of USD 860,000** by selling technology off-shoring services

SALES EXECUTIVE/COORDINATOR (APAC & EMEA) - NIIT LTD.

- + Initiated Offshore Sales Model for **(EMEA & APAC)** Markets
 - Managed the entire gamut of sales activities by establishing & **managing a team of 10 inside sales representatives**
 - Positioned education services (e-learning, blended learning, content management, Process/Application rollout & Back-office support)

Jan, 2003 – Jan, 2005

SALES EXECUTIVE, BUSINESS DEVELOPMENT - iGATE Global Solutions LTD.

- + **Opportunity Generation & Qualification** - Promoting iGATE's IT & BPO services to Healthcare, Insurance, Publishing, Banking Verticals

EDUCATION

- + **MBA, MARKETING & IT** - Indian Institute of Commerce & Trade
- + **BACHELORS IN INFORMATION TECHNOLOGY** - A collaborative course by EdExcel Enterprise (U.K.) & IGNOU

AWARDS

- + Awarded among **THE MOST INFLUENTIAL MARKETING TECHNOLOGY LEADERS** by World Marketing Congress for **Organizational Transformation.**
- + Certified practitioner of **NLP SUBCONSCIOUS RE-IMPRINTING PROGRAM**
- + **LEADERSHIP WORKSHOPS** - Nasscom, TIE & Isha Foundation

PERSONAL

- + **Date of Birth:** 28th Mar 1982
- + **Languages Known:** English, Hindi & Punjabi.
- + Immediate family consists of a Wife & a Daughter