



## Vishal Srivastava

MBA (Marketing & Supply Chain)

B. Tech (Computer Engineering)

US Visa: B1/B2 (Valid till 2025)

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## Career Exposure

Led roles in Sales, Business Development & Alliances as Client Management Partner by leveraging key functional skills of Marketing, Communication and Branding

## Profile Summary

Experienced in marketing emerging technologies in global enterprises. Strong background of creating long-term relationships with CIO/CTO/CEO/CMO/CFO/COO/CHO to forge new partnerships strategically, accomplished revenue goals for multi-year business objectives. Demonstrated a good track record of strong applied knowledge in many verticals. Cherished for business acumen, sales leadership, marketing innovation and the ability to move projects through to successful completion. Design and led technology alliances that includes strategies for addressing client challenges across a breadth of different industries and has supported in establishing new products and services with continued innovation. Demystified complex technology questions for businesses and customers, a keynote speaker in IT conferences, webinar and events.

<ul style="list-style-type: none"><li>● Cloud Solutions</li><li>● Big Data Analytics</li><li>● Artificial Intelligence</li><li>● Internet of Things (IoT)</li><li>● Machine Learning</li><li>● Blockchain Services</li></ul>	<ul style="list-style-type: none"><li>● Events, Seminars, Brand</li><li>● Technology Marketing</li><li>● Alliance Management</li><li>● Global Client Servicing</li><li>● Key Account Planning</li><li>● Digital Transformation</li></ul>	<ul style="list-style-type: none"><li>● Marketing &amp; Communications</li><li>● Sales Leadership &amp; Mentor</li><li>● Go-To-Market Strategy</li><li>● Revenue Forecasting</li><li>● Demand Generation</li><li>● P&amp;L Responsibilities</li></ul>
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### NTT Data, Hyderabad

July 2019 – Present

**Designation:** Associate Director – BD, Sales

**Reporting:** VP, Sales

#### Key Working Areas

Accountable to Digital transformation deals that includes cloud, modernization, application engineering, microservices, DevOps, RPA automation, big data analytics, ML, IoT, blockchain services, cybersecurity, etc. Global account planning and forecast quarterly growth with active delivery/staffing management around customer delight. Working on RFP's, emerging IT requirements/demands by evangelizing cutting-edge technologies. Passion for sales and technology solution, solid leadership with teambuilding spirit, ability to identify, nurture and drive various large digital programs for all our key customers. Extensive experience to lead high-performing sales individual and the partner ecosystem. Foster new relationships with CMO, CPO, COO apart from CIO, CTO to bring the end to end revolutionary solutions. Organizing workshops with top stakeholders(client) and actively participate in the technology events, new PoC's etc. Fetch new pipelines or opportunities in potential accounts, co-ordinate with pre-sales, partners, solutioning and the GTM peers to close deals respectively. Work back to back with the pricing, finance, legal team for negotiation, change management, contract renewals, retention, etc. Ownership of growing revenue in the prospective accounts with new customer satisfaction level. Bi-weekly cadence calls with VP – CDO Sales, updating activities, pipelines in salesforce CRM, QBR's, managing & supporting P&L.

**Industries** – Healthcare, BFSI, Retail, Life Science, Information Technology, Manufacturing, Logistics, BPO, KPO, Captives, Telecom

**Solutions** – Digital, Cloud, Apps Engineering, Cognitive, Big Data, Analytics, IoT, ML, Blockchain, Automation & Integration Services

### Microsoft, Hyderabad (Trimax)

Mar 2018 – July 2019

**Designation:** Senior Manager – Business Development

**Reporting:** SVP, Sales

#### Key Working Areas

Drive sales number and lead inside sales team. Oversee all new sales activities and put forward the directive changes as and when required. Responsible for new digital initiatives in the Business Development division for key accounts. Identify new markets for industry or verticals and add new customers by differentiating offerings and improving services. Deep insight on marketing, sales, forecasting, budgets, cost management, services and support. Collaborate internally (Delivery Heads, Presales, Architects) and

externally (partners, agencies, vendors, clients). Boost presales engagement from the marketing collateral to technical proposals. Collaborate with legal, procedures, policies and its SOW change, implementation etc. to strengthen sales and bring effectiveness in the overall business. Led strategic partnerships and tactical transactions to accelerate market growth of Microsoft, Azure cloud suite with the newly added AI / ML Services. Sales focus on large deals globally. CDO – Sales Leadership that includes Migration, Microservices, DevSecOps, Agile Practice, Security, IoT, Edge Analytics, Managed API's for Product Development, Product Lifecycle Management. Innovation driven technology practices to set research & test cloud labs, specific to customers PoC's. New account planning to pursue digital solutions & services, procure new business requirements from enterprise customers, mapping it to our available product/services portfolios. Heavy prospecting and refreshing existing contacts across each identified account regions. Support Partner Program Management by suggesting new digital shifts for upcoming strategic alliances etc. for the future growth.

**Services:** Cloud Solutions, IT Infrastructure Services, End User Computing Services, Data Analytics, System Integration, Enterprise Application Development, Mobility, Security, BPO Services, Managed IT Support, Automation, Orchestration, AI, Deep Learning

## **CNS, Gurgaon**

**Feb 2014 – April 2017**

**Designation:** Business Development Lead (Head)

**Reporting:** Director

### **Key Working Areas**

Responsibilities include Sales Strategies and the related marketing activities for tapping potential opportunities in reputed firms within US, Europe, Middle East and Australia. Create competitive strategies to grow with an ability to differentiate offerings for every upcoming revenue avenue. Augment sales number in every region/account, Go-to-Market initiatives and deliver results by generating pipeline from new and existing accounts. Proactively sought growth in new markets specially to leverage our past success and facilitate the Business Unit to do more. Collaborate with internal operations, IT and service delivery teams in each of our top client engagements. Execute key stakeholders' vision to develop a compelling brand. Accountable for on-boarding enterprises; took ownership of P&L and its recurring business agenda.

- Led sales transformation to the latest recognized market trends (from analog to digital footprints)
- Planning, budgeting and managing marketing campaigns (social, newsletter, advertising, online/ tele-engines)
- Relevant account reach outs via Event participation, Technology Seminars (planning, coordinating, executing)
- Manage web, content and digital projects via vendors/agencies (CMS Migration, implementation etc.)
- Have in-depth business, technical and functional knowledge of cutting-edge technologies

**Verticals:** Healthcare, BFSI, Legal, CPG, Oil & Gas, Telecom, Education, IT, Energy & Utilities, RPO(Staffing), Media, Government

**Fortes:** Executive Relationship Management, Business Development, Account Sales, Partner Alliance Management, Channel Strategies, Directing Sales Operation, Led Marketing Campaigns, Build Corporate Networks, Meetups, Proposal, Commercials

## **Netsutra, Noida**

**Aug 2012 – Sep 2013**

**Designation:** Business Development Manager

**Reporting:** CEO

### **Key Working Areas**

Acquired new businesses from scratch by offering cloud solutions. Translated the power of Cloud Computing into business value enabling partners and customers to accelerate digital transformation drive, resulting in an overall increase of profitability, scale and efficiency. As the manager of Cloud Services was accountable for creating and executing strategic direction to net sutra's sales and marketing efforts for cloud consulting services. Delivered high profit margins in most of the new engagement contracts via clear understanding of how to align customers' business objectives with the technological expertise for digital cloud solutions that netsutra deploys. Focus was on developing business relationship within small and medium enterprises in the given marketplace. Up-to-date knowledge of all marketed cloud products, services, solutions to provision clients with the best technical assistance, thereby maximizing key accounts revenue, as well as establishing a more rewarding network. Had opportunities to work and wear several hats for new cloud deal structuring, negotiations, cross-sell pursuits with regular OEM interaction, technological partners and our delivery, staffing teams for next level of sustenance and support.

Led sales forecasting insights of the key accounts and its growth opportunities.

- Design services by customizing cloud products for new market need or demand
- Develop potential prospects/accounts for Salesforce cloud technology globally.

**Technology Solution** – Cloud Providers (AWS, GCP), SaaS, PaaS & IaaS Solutions, Digital Transformation, App Development & QA

**Supporting Roles** – Content Anchor, Sales Operation, Forum Participation, Digital Marketing, Advertising (Technologies), Online Reputation Management, Monitor Traffic, Google Analytics, AdWords, Social Media Management, Agency, Vendor Management.

**Maximess, Delhi**

**Jan 2010 – July 2012**

**Designation:** Business Development Executive

**Reporting:** Director

**Key Working Areas**

Achieved maximum sales, profitability, growth, and account penetration within the assigned markets that was a combination of geography, service, industry and some client base. Utilized the best of inbound and outbound call/email techniques to identify, qualify and close opportunities. Managed few accounts throughout the entire sales process, collaborated with team members of engineering and supported uncover customers respective needs. Responsible for cloud offerings and competitive pitch to develop solution proposals encompassing all future IT aspects. Traveled most of the sales territories to create new sales pipeline. Given presentations to C-levels for closing strategic and complex partnership deals. Assessed multiple disciplines across marketing and selling, experiences include adding both global as well as regional logos.

**IMRB International, Indore (Intern)**

**April 2008 – June 2008**

**Designation:** Management Trainee

**Reporting:** Senior Manager

Data Analysis in SPSS, Statistical Interpretation, Data Management, Designing Surveys, Research Reports, Reporting Validations. Provision quality facts and insightful directions for critical projects(client). Training and developing competent technical teams to support researchers, and similarly identifying areas to provide requisite counseling, mentoring etc. thereby making team members to sail through tough research tasks.

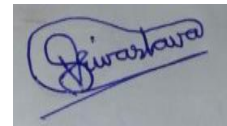
### Academic Qualification

Master of Business Administration (MBA), Specialization in Marketing & Supply Chain, EMPI, Delhi  
Computer Engineering (Bachelor of Engineering), RTM University, Nagpur

### Personal Details

Languages: English, Hindi and Marathi  
Date of Birth: 06 November  
Notice Period: 30-45 Days  
Relocation: Open

*"I hereby declare that the above-mentioned information is true to best of my knowledge and belief"*



**(Vishal Srivastava)**