

# Abhinav Bhargav

Experienced Sales & Business Strategist



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## SUMMARY

Business leader with 18+ years of experience in Sales, Marketing, Account Management, and Strategic Business Development. Involved in AI innovation, particularly in the content industry, with a proven track record of building cutting-edge AI tools like InsightFirst AI to enhance content strategy, operational efficiency, and market growth. I have developed a strong expertise in building & scaling successful businesses & relationships all while managing multi-million-dollar profit and loss (P&L) responsibilities. I am committed to continuous learning, adaptability, and achieving measurable outcomes.

## RELEVANT SKILLS

Account Management

Sales Management

Leadership

International Relations

Strategic Planning

Business Strategies

Revenue Growth

Interpersonal Communication Skills

Customer Retention

## PROFESSIONAL EXPERIENCE

### CLIRNET PVT. LTD

*Business Head – International Content Business, July 2024 – Present*

- Spearheaded the establishment and growth of CLIRNET's Global Scientific Content vertical for the Life Sciences domain, focusing on **strategic growth** across key markets in the **US, EU, and APAC regions**.
- Developed a detailed business plan that laid the foundation for the vertical's success, ensuring alignment with CLIRNET's broader strategic objectives.
- Architected & created the **concept and deployment of InsightFirst AI**, an **advanced AI tool** that revolutionizes content strategy through data-driven precision and continuous learning.
- Crafted and implemented an **innovative GTM strategy** that targeted key market segments, leading to rapid adoption and significant market penetration.
- Designed and executed a robust **sales and marketing strategy** that included market analysis, customer segmentation, and targeted campaigns, **resulting in accelerated revenue growth**.
- Systematized the entire workflow by defining processes and implementing best practices, **optimizing operational efficiency**. Established and structured teams to align with the vertical's goals, ensuring clear roles, responsibilities, and performance metrics.
- Established a comprehensive content collateral strategy, ensuring consistency and quality across all materials used for client engagement and marketing.

### CACTUS COMMUNICATIONS PVT. LTD

*Head – Account Growth Management, August 2021 – June 2024*

- Successfully handled Global Corporate Accounts, achieving double-digit YOY growth and growing top-line revenue by **30%**.
- Crafted & executed key account management strategies, resulting in **increased annual revenue of \$800K+** over two quarters.

- Elevated revenue retention rates from **below 80%** to **95%** through effective customer engagement and account management strategies.
- Personally manage relationship with **key marquee** and government **clients** like **CERN (The European Organization for Nuclear Research), Office of the Principal Scientific Adviser to the Government of India and Prime Minister's Science Technology & Innovation Advisory Council, Research Innovation Cluster of Hyderabad (RICH), Government of Telangana.**
- Developed a comprehensive customer lifecycle process to ensure continued success and repeat business.
- Managed & led global teams, across markets - America, EU, UK, and Asia Pacific incl. (Japan, China, Korea & India).

### **CACTUS COMMUNICATIONS PVT. LTD**

*Head – Global Corporate Partnerships, April 2020 – August 2021*

- Managed P&L and a \$3 million book for Impact Science business vertical, **achieving 123% YOY growth.**
- Accountable for Japan Business, achieving **156% YOY growth and revenue goal of \$730K** during COVID.
- Established strong client relationships, identified communication objectives, and drove partnerships to achieve business goals.

### **CACTUS COMMUNICATIONS PVT. LTD**

*Head – Global Talent Acquisition, April 2019 – April 2020*

- Successfully **improved hiring by 4X** reducing candidate drop outs during the hiring funnel.
- Led the Employer Branding initiative & Global Talent Acquisition team and achieved recognition as the 'Best company for Millennials to work for.'
- Accountable for recruitment goals at CACTUS globally, managing a team of 20 recruiters across the globe.

### **CACTUS COMMUNICATIONS PVT. LTD**

*Associate Director – Partnerships, October 2018 – April 2019*

- Drove operational performance through process management and improvements.
- Innovated the recruitment process for the Delivery Teams which led to a measurable **(3X) increase** in hiring numbers.
- Created and executed a new Campus Engagement Plan, to cover **77 colleges, & engage with over 3500 students** to achieve the goal of **hire at will.**

### **INZANE LABS PVT. LTD (pagalguy)**

*AVP – Sales & Marketing, January 2017 – September 2018*

- Generated revenue of **USD 150K** and secured Harvard Business School as a key client.
- Enabled clients to understand technological interventions in B2C marketing for better ROI.

### **EDUCATIONCITY, SKILLDOM LEARNING SOLUTIONS PVT. LTD.**

*Sales Head – India & Sri Lanka, September 2014 – December 2016*

- Generated revenue of **USD 100K in the first year** of launch and acquired prestigious school clients.
- Organized events designed to strengthen relationships & train partner schools.

### **STUDY SSC ONLINE – SPARKLE ENTERPRISES**

*Founder & CEO – November 2009 – September 2014*

- Founded a pioneering organization in the field of e-learning, achieving an **annual turnover of USD 200K+.**
- Built an effective marketing and sales strategy to successfully drive growth.
- Reviewed financial statements and other reports to assess company's performance.
- Developed and implemented strategic plans to increase revenue, streamline operations, and improve customer experience.

- Implemented robust security protocols and procedures designed to protect confidential information from unauthorized access.
- Developed and maintained company's vision, mission statement and strategic plan.
- Identified market trends and opportunities for growth, leveraging data-driven insights to drive business decisions.
- Created comprehensive marketing campaigns that increased brand awareness and drove sales across multiple channels.
- Successfully tied up with Macmillan Publishing House, authoring 11 books for retail market sale.

## **RHODIUM QUEST PVT. LTD**

*Business Development & Marketing Manager – December 2008 – November 2009*

- Handled all operations from sales to delivery and implementation.

## **KALE CONSULTANTS | ACCELYA**

*Manager, Key Account, May 2007 – May 2008*

- Represented the organization at industry-related events such as trade shows & conferences.
- Managed 'Air India' key account single-handedly, being the **youngest member** to do so.

## **EDUCATION**

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**Cornell University, Ithaca - New York (2020 – 2021)**

*Certification in Talent Management - USA*

**N.L Dalmia Institute of Management, Mumbai (2005 – 2007)**

*MBA in Marketing - India*

**Lokmanya Tilak College of Engineering, Mumbai (2000 – 2004)**

*BE in Electronics – India*

## **OTHER PROJECTS (SUMMER INTERNSHIPS)**

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- Engineering Project in Electronics - **(with LARSEN & TOUBRO)**
- Category Management in Retail (Baby Care) - **(with JOHNSON & JOHNSON)**

## **SELECTED ACHIEVEMENTS**

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- **AI Innovation:** Key contributor to the development of InsightFirst AI, enhancing content strategy through advanced AI-driven methodologies.
- **Revenue Growth:** Consistently delivered double-digit revenue growth across multiple business verticals and markets.
- **International Expansion & Client Retention:** Successfully penetrated new markets & retained clients in APAC, Europe, and the USA, driving significant YOY business growth.
- **Leadership Excellence & Team Management:** Recognized for leading high-performing teams and developing strategic initiatives that align with organizational goals.
- **Cultural Adaptability:** Ability to successfully work with cross functional international teams and reportees spread across time zones around the globe and driving teams delivering tangible value.