

# Anirudh Chaturvedi

An innovative and visionary business leader with **9 years** of extensive experience across **Digital Products**, **Corporate Sales**, and **GTM Strategy**. Renowned for a strong customer-focused approach, insightful data-driven decisions, consultative selling techniques, and keen analytical problem-solving skills. Dedicated to consistently achieving remarkable results and high value

## Work Experience

### Global Product Owner

*Adidas*

*Apr'22 - Present*

- Defined and executed a unified product vision and strategy for Adidas's Pricing & Promotions landscape, leading to a 12% rise in net sales across channels
- Formulated comprehensive product roadmaps aligned with strategic business goals, enabling sustainable growth and fostering innovation
- Directed the strategic development, integration, and implementation of four SAAS products across five global projects leading to a groundbreaking enhancement of pricing, promotional, and loyalty capabilities
- Crafted compelling value propositions and go-to-market strategies, boosting the overall product adoption by 20% and enhancing the P&L performance
- Drove user research and feedback loops to guide iterative product enhancements, leading to a 25% rise in customer satisfaction scores
- Spearheaded digital transformation initiatives, leveraging data insights to inform product decisions and optimize performance outcomes
- Led resource and budget planning, ensuring alignment with product and project deliverables to guarantee seamless global delivery and cost reduction by 15% while accelerating time-to-market
- Developed key performance indicators (KPIs), delivering actionable insights that facilitated product improvements and informed strategic decision-making
- Engaged with stakeholders, including market and global leadership, cross-functional teams, and vendors, to synchronize product vision and strategies with overarching business objectives
- Directed cross-functional teams of 15 members, cultivating an Agile environment to improve communication and team cohesion, boosting productivity and ELS/health check results by 30%

### Sales Leader

*Hospitality Industry*

*Jun'14 - Jan'21*

- Led sales across corporate travel management and luxury hotel brands such as Shangri-La, Marriott International, The Roseate, and The Leela
- Spearheaded sales initiatives resulting in a 20% increase in annual revenue, exceeding targets by 15% by providing tailored solutions
- Developed and implemented a comprehensive sales strategy that boosted revenue by INR 20 Crore in a financial year
- Led thorough market analysis to identify growth opportunities, resulting in a significant increase in market share
- Optimized sales processes and workflows, reducing sales cycle length and improving close rates by 12%
- Strengthened key customer relationships, achieving a 90% customer retention rate and increasing customer lifetime value by 10%
- Implemented and monitored NPS and executed strategies to improve customer satisfaction scores by 25%
- Negotiated and secured strategic vendor partnerships, contributing to a 15% increase in referral sales and new client acquisitions
- Drove profitability improvements by implementing value-based selling techniques, positively impacting the average deal size
- Introduced data-driven sales forecasting, increasing forecast accuracy by 30%
- Curated and implemented dynamic pricing strategies resulting in a higher net sales across all business lines
- Led a high-performing sales team of 4 members, fostering a culture of excellence by conducting regular performance reviews and coaching sessions, resulting in increased individual sales performance

## Contact

anirudhchaturvedi24@gmail.com  
+91 9972333652  
[linkedin.com/in/anirudh-chaturvedi](https://www.linkedin.com/in/anirudh-chaturvedi)

## Skills

### Business

- Strategic Planning
- Product Lifecycle Management
- Sales Forecasting and Analytics
- Go-To-Market Strategy
- Budget and Financial Management
- Stakeholder Management
- Digital Business Transformation
- Consultative Sales & Engagement
- Revenue Growth
- Team Leadership

### Technical

- Talon.One
- SAP Retail
- SAP S4 HANA
- JIRA
- Salesforce CRM
- Eazy BI
- Confluence
- Smartsheet

## Education

### MBA

**IIM Lucknow**  
2022

### BSc. (Hotel Management)

**IHM Bangalore**  
2014

## Certifications

- Certified Scrum Product Owner (CSPO)
- Successful Negotiations: Essential Strategies & Skills
- Sales Management Certification
- Fundamentals of Digital Marketing

## Achievements

- Top Performer of the Quarter (Q2-2022) at Adidas
- Pan India Top Sales Performer of the Quarter (Q1-2019) at SKIL