

Vinit Balani

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CAREER SUMMARY

Enterprise Cloud Consultant with over a decade of IT experience & 7.5+ years of experience designing innovative cloud, data and digital solutions for global enterprises. Responsible for collaborating with multiple stakeholders to conduct business workshops to identify digital disruption and design an end-to-end cloud journey/roadmap. Experienced in creating customized proposal win themes and solves for cloud and digital technologies to address specific customer requirements, improve overall productivity and increase efficiency.

CORE COMPETENCIES

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|---------------------------|-----------------------|-------------------------------|
| • Solution Design | • Program Management | • Cloud Strategy & Consulting |
| • Requirement Elicitation | • Storyboarding | • Team Collaboration |
| • RFX/Proposal Response | • Agile Methodologies | • Sales Enablement |

PROFESSIONAL EXPERIENCE

LTIMINDTREE LTD., BENGALURU

Associate Principal - Cloud Engineering

Aug 2020 – Present

- Part of recently formed Strategic Solution Office responsible for responding to large deals (> \$ 20 M) with the EU & US region including large scale IT outsourcing and transformation
- Earlier part of Value Design team handling responses for cloud requirements across multiple hyperscalers (AWS, Azure, GCP) including migration, modernization, cloud strategy, FinOps
- Conducting and participating in customer workshops for requirement elicitation and in-depth analysis of the existing environment and business processes
- Creating winning RFX responses and reusable solution lego blocks / templates to reduce response turnaround time for the upcoming opportunities
- Working with Cloud Advisory/CoE to create impactful CXO pitch decks
- Collaborating with global sales and practise SME's to create innovative cloud service offers, battlecards, GTM pitches for clients across geographies
- Working with the hyperscaler alliance teams for content creation for various events and enable market motions by competencies
- Participating in analyst RFX engagements (i.e. Gartner, Forrester, Everest, etc.) to create responses in order to improve LTIMindtree's positioning, mentions and ranking for cloud and digital technologies

Key Learnings & Achievements

- Influenced ~\$100 M worth of revenue through deal wins by contributing to the RFX responses since 2022
- Created winning themes and response content for several RFX leading to new logo wins and new business for some existing clients
- Experience working on large multi-competency enterprise deals across geographies and also responding to various consulting firm led deal format & processes like ISG, Avasant and others
- Created a comprehensive case study docket with structured tagging for easy searchability for use by global sales team

POWERUPCLOUD TECHNOLOGIES PVT. LTD., BENGALURU

(ACQUIRED BY LTI, NOW LTIMINDTREE)

Manager – Program Management (Advanced Services)

Jan 2018 – Jul 2020

- Lead presales for advanced services group across regions
- Drove adoption of existing use cases and evangelizing new use cases among clients
- Reviewed client processes & systems to understanding the business problem to develop a business transformation roadmap
- Drove additional deal closures by collaborating with internal sales and customer stakeholders
- Prepared functional user stories, coordinating with technical and project management team to get solution built according to client requirements
- Collaborated with relevant stakeholders internally and externally and ensure review of deliverables and quality adherence
- Conducted sales enablement workshops to train the team on offerings and providing them with collateral including demos and transcripts
- Provided client and market-level insights for product innovation
- Managed key client stakeholders (VPs & CXOs) and ensured customer satisfaction w.r.to delivery
- Worked along with partner solution teams (AWS, Microsoft & Google) for improving solution offerings
- Collaborated with the marketing team to conduct online and offline events, digital campaigns, lead generation, and conversion

Major Projects Handled

- Personalized Employee Assistant (Voice Based) – Wipro Ltd., India
- Lead Generation & Customer Support automation – Future Generali Life Insurance Company, India
- eKYC Automation on POS Systems, Canara HSBC OBC General Insurance Company, India
- Photo Moderation automation using AWS Rekognition – Shaadi.com, India
- Signal Strength resolution & complaints automation for OTT platform – Tatasky Ltd., India
- Predictive Maintenance for Aircraft – Singapore Airlines Engineering Company, Singapore

Key Learnings & Achievements

- Helped achieve ML competency with AWS by executing diverse use-cases across AI and ML
- Expanded the Digital business to include Image & Video Intelligence lines of business

TALLENGE INDIA PVT. LTD.

Product Manager – Tallenge Store

Oct 2015 – Dec 2017

- Drove sales & revenue by ensuring widest catalog, better discoverability, optimized pricing & smooth buying experience
- Managed key accounts/CRM piece using Hubspot and also responsible for P&L of the business
- Executed cross channel marketing via email, desktop push notifications, social media retargeting and SEM
- Designed and executed promotional mailers and newsletters using e-mail delivery tools like Spark Post and MailChimp
- Used customer activity data, feedback and metrics (using web analytics tool Clicky) to identify customer pain points, advocating for and driving changes to reduce defects and improve customer experience
- Supported day-to-day operations on marketplaces like Amazon, Flipkart, Snapdeal, Pepperfry, Myntra and Shopclues. Completely well-versed with both buyer and seller side eCommerce functions
- Planned and created promotions on Tallenge Store and third party sites like Flipkart, Amazon, etc. to drive sales

Key Learnings & Achievements

- Set up an e-commerce business, growing the revenue to over 1.5 crores in the first year of business
- Expanded the business to include Corporate Gifting and other B2B initiatives

TALLENGE INDIA PVT. LTD.

Assistant Product Manager – Tallenge

Apr 2014 – Sept 2015

- Completely managing the Tallenge for Business platform for brands and corporates (SaaS-based online product to conduct online contests) since its development
- Devising strategies to generate leads and converting them to clients
- Creating marketing content including emails, presentations and other collateral for communication to prospective clients and for posting on social media
- Developing executable and impactful product marketing and social media marketing programs for Tallenge and driving product adoption and usage
- Working closely with UX team to build demos for the clients and with the technology team for delivering a complete product
- Developing executable and impactful product marketing and social media marketing programs for Tallenge and driving adoption and usage
- Identifying and segmenting global markets based on marketing costs, performance index and ROI and launching various CPC, CPA and CPM campaigns on Facebook and LinkedIn catering to different market segments
- Carrying out A/B testing with various ad campaigns for better conversions and co-ordinating with the social media team to execute strategies to drive traffic and conversions on website

Key Learnings & Achievements

- Onboarded Infosys Limited (first and biggest client for Tallenge) for their Make In India initiative – InfyMakers
- Initiated the first strategic tie-up with Hathway Cable & Datacom Limited
- Increased customer acquisition rate in Eastern European and South & North American markets by 80% through strategic CPA campaigns

CERTIFICATIONS

- o **GENERATIVE AI FUNDAMENTALS** by Databricks Academy
- o **GENERATIVE AI MODELS & ARCHITECTURE** by PluralSight
- o **SAFe 6.0 POPM** by SAFe
- o **AWS PARTNER ACCREDITATION: BUSINESS, TECHNICAL & CLOUD ECONOMICS** by Amazon Web Services
- o **AWS CERTIFIED CLOUD PRACTITIONER** by Amazon Web Services
- o **AZURE FUNDAMENTALS** by Microsoft Azure
- o **ENTREPRENEURSHIP DESIGN THINKING PRACTITIONER** by IBM
- o **AI FOR EVERYONE** by Deeplearning.ai on Coursera

EDUCATION

NARSEE MONJEE INSTITUTE OF MANAGEMENT STUDIES (NMIMS), BENGALURU

PGDM, Marketing & Operations

cGPA – 2.98 / 4.00