

# Himanshu Vajani



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## Executive Summary

I'm an experienced Management, Business Development, Consulting and Partnerships professional possessing a fluid mix of hunting and farming capabilities with over 12 years of work experience. I have worked in a rich variety of roles and industries over the years (HR Tech SaaS, Hospitality SaaS, Cloud & Digital Transformation, Ecommerce Marketplace, Custom Software Development, Emotional Well-being).

As a BD personnel, I've contributed to the organization's goals for ecosystem collaboration, marketplace alliances, and liaisons for better outreach, adding to the top of the funnel. Also, I'm built as an intrapreneur hence I've adapted to various business priorities and have performed on roles like Category Manager, P&L Manager, Business Unit Manager, Project Manager, Bid Manager, and Marketing Manager in my career so far.

I have a laser focus on collaboration, solutioning, enablement and maintaining relationships which leads to tangible outcomes and hence my skills and experience are an asset for organizations who are looking towards the next phase of their growth.

## Work Experience

Company: <b>Keka HR (Hyderabad HQ)</b>	Position: <b>Senior Manager – Partnerships</b>
Duration: <b>Oct '21 till Jan '24</b>	Location: <b>Permanent Work from Home + Travel as needed</b>

Profile Highlights: Organized Entire Partnership Function, Conceptualized and Wrote Playbooks, New Partner Acquisition, Email Marketing, Astute Negotiations, Partner Enablement and Operationalization, Partner Onboarding and Experience Management, Partner-Led Lead Generation, Engagement & Retention, End-To-End Events Organization, Industry Event Participation, Newer Initiatives, Go-To-Market (GTMs), Industry/Marketplace Liaisoning, Partner Co-Marketing

- Grew partner ecosystem up to 300+ partners (Referral, Reseller, Implementation/VARS) ultimately doubling partnership contribution in revenue over time. Partner type includes Large Software Distributors (e.g., Redington and its hyperscalers), Digital Transformation and Functional Consultants, System Integrators (SI and GSI), HR experts of various nature, SaaS Biometric vendors etc. (India and International)
- Took hold of international partnerships in the Middle East region and established partnerships in GCC (UAE, Qatar, Oman) region and conducted in-person events as well with Keka's marketing team
- Represented the company in GITEK, SHRM, HRSE and various other named industry events for establishing new relationships and creating pipelines
- Redesigned partnership commercials and brought in tiers for partners. Introduced performance-based rewards that brought positive changes in output. Introduced partnership business reviews with partners
- Took hold of product integration (Techno-Commercial) partnership for a while to create an ecosystem and customer stickiness
- Recruited new team members and trained them to be inducted into the team
- Managed Full stack operations and multi-team coordination (Marketing, Legal, Finance, RevOps, Data, CRM, Founder's office)

Company: <b>1-to-1Help (Bangalore HQ)</b>	Position: <b>Customer Success Manager</b>
Duration: <b>Nov '20 till June '21</b>	Location: <b>Permanent Work from Home</b>

Profile Highlights: Reach Project Pilot, Stakeholder Management, Project Management, Client Engagement, Customer Success, Reporting and Insight Sharing, Client Coordination, Services Facilitation, Customer Experience Management, Retention, Newer Initiatives, Strategic Projects

- Piloting project 'Reach', a first-of-its-kind project and became the central resource to manage all the stakeholders and run the entire project including tech, launch and implementation, reporting and scaling up along with full-stack (tech, ops, top management, agencies/consultants) coordination/responsibilities
- Effectively managing a set of clients with a portfolio of value exceeding INR 2.5M, needing high-level services by being the Subject Matter Expert of 1-to-1's offerings
- Providing data-driven insights to key stakeholders (Customers and Internal Management) to make informed choices
- Spearheading renewing and repackaging services offerings for universities and academic institutions
- Proactively providing ideas to improve the system to enhance service delivery and scale up the system
- Ensuring we get the Cross-sell / Upsell / New business via Referrals and Renewals from my current accounts

Company: <b>Innovify (London HQ)</b>	Position: <b>Business Acquisitions Manager</b>
Duration: <b>Dec '14 till Jan '20</b>	Location: <b>Ahmedabad</b>

Profile Highlights: Go-To-Market, Lead Hunting & Farming, Client Management, Business Development, Project Management, Sales Presentations, Email Marketing, Reporting and Insight Sharing, Strategic Projects, P&L, UK Government RFP, Pipeline Management

- Throughout the operations of the AtMayfair eCommerce marketplace, onboarded over 600+ vendors in 3 years with a team of 6 people
- Built from scratch the entire marketplace. Strategized Go-To-Market, negotiating terms of association and co-marketing activities with vendors. Designing SOPs, feedback loops, and escalation matrix, along with the responsibility of team and P&L
- Executed a highly personalized drip email campaign with a monthly velocity of 10k emails using various tools and team members (LinkedIn Sales Navigator, Snov.io, Reply.io, among others) to accomplish the same. This was done for the custom software development business in both the US and the UK markets
- Ran targeted outreach campaigns for in-person meetings. Booked 30 qualified in-person meetings. This was a bi-annual activity
- Undertook agency partnership campaign for UK and US and made significant partnerships that enabled to build opportunities worth \$250k
- Innovify got selected for the MCF-3 under the prestigious Crown Commercial Services and was a key member of the bidding team. From building the boilerplate from scratch, worked to generate £3M worth of pipeline and got Innovify advanced to the final stages of the opportunities through systematic bidding and communications with the RFP team

Company: <b>Azilen Technologies Pvt. Ltd.</b>	Position: <b>International Product Sales Manager</b>
Duration: <b>Nov '13 till Dec '14</b>	Location: <b>Ahmedabad</b>

Profile Highlights: Product Sales of their flagship Digital Menu Solutions, Client Management, International Channel Partner Discovery & Validation, Channel Partner Engagement Strategy, Reporting, and Insight Sharing, Channel Development, Newer Initiatives, Strategic Projects, International Event Participation, Product Demos

Company: <b>Om InfraDesign Pvt. Ltd.</b>	Position: <b>Marketing Manager</b>
Duration: <b>March '13 till Nov '13</b>	Location: <b>Rajkot</b>

Profile Highlights: New Business Development, Client Management, Corporate Liaising, New Vendor Discovery, New Channel Partner Discovery, Newer Initiatives, Strategic Projects, F&B Franchisee Module Creation, F&B Store operations design

Company: <b>Naukri.com (Info Edge India Ltd.)</b>	Position: <b>Assistant Manager – Corporate Sales</b>
Duration: <b>March '13 till Nov '13</b>	Location: <b>Rajkot</b>

Profile Highlights: New Business Development, FOS Sales, Client Management, Corporate Sales, Upgrading, Cross-selling, Retaining, Client Servicing for Internet-based Recruitment Solutions, Job Posting, and Employee Database Sales, Listing Solutions and Digital Recruitment Solutions, Dedicated Recruitment Solutions

## Professional Achievements & Recognition

- ✓ Recognized by the top management for volunteering for to create social impact at **Keka HR**
- ✓ Organized the first-ever '**Hackathon**' at **Innovify** and got recognized by management for the efforts and the successful organization and execution of the event
- ✓ Was awarded as the "**Best Speaker**" in the first-ever Hackathon and a "**Rising Star**" award at **Azilen Technologies**
- ✓ Got promoted to "**Assistant Manager**" position before the completion of 1st year at **Naukri.com Info Edge (I) Ltd.**

## Awards and Accolades

- ✓ Secured various positions in various competitions like "**Poster Presentation**", "**Management Quiz Competition**", "**Audio Visual Advt.**", "**Print Media Advertising**" etc. Stood First as the "**Best Speaker**" in the "**Paper Presentation Competition**"

## Academic Information

- ✓ Completed **MBA (Marketing, Retailing)** in 2011.
- ✓ Completed Management Graduation, i.e., **BBA (Marketing)** in 2009.
- ✓ Completed **H.S.C. (Commerce)** in 2006.
- ✓ Completed **S.S.C.** in 2004.

## Personal Profile

DOB: 02/11/88

Languages Known: English, Hindi, Gujarati (Read, Write, and Speak)

Nationality: Indian

I would like to thank you for taking the time to look over my curriculum vitae.

I look forward to hearing from you soon.