SANCHIT JUNEJA

*Solution Sales Professional: 5.5 years of sales engineering experience
across sectors such as banking, consumer internet, and hi-tech*

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EDUCATION   GMAT: 750/800

Indian School of Business (ISB)   *Apr 2014-Apr 2015*
Post-Graduate Program in Management (Marketing & Finance), CGPA: 3.91/4.00; Dean's List

Netaji Subhas Institute of Technology, University of Delhi   *Aug 2006-Jun 2010*
Bachelors of Engineering (Instrumentation & Control)

SPIN 2.0 Enterprise Sales & Marketing Certification   *Oct 2012*
Certification on consultative selling & relationship management

Sales Negotiation Program-Mercuri International   *Jan 2012*
Training on contract negotiation & lead management

PROFESSIONAL EXPERIENCE

AppsFlyer: Israel-based mobile-marketing attribution analytics firm

Account Manager-India   *Feb 2016-Present*
As part of 5 member team, setup the India office of the firm

- Account Management**:** Manage key accounts across sectors such as e-commerce, banking, gaming
- Partner Management**:** Manage partnership with ad networks, in-app analytics providers, and other media sources
- Relationship Management: Maintain a healthy pipeline of new customers; minimize churn and lead customer acquisition

Rocket Internet SE: Germany-based investment firm with ventures across internet, e-commerce, and allied sectors

Business Development Manager (Carmatch-used cars marketplace in Phillipines)   *Sep 2015-Feb 2016*
Manage product Health/user onboarding for Carmatch.ph

- Product Life Cycle Management**:** Manage the marketing funnel and AEM framework for the marketplace

Product Head-B2B2C (Jumia-Ecommerce ventures across West-African nations)   *Apr 2015-Sep 2015*
Managed the B2B2C (Retailer) Marketplace product for Jumia in Nigeria

- Corporate Strategy: Spearheaded the shift of the firm from an pure-play e-commerce to an marketplace model
  - Guided the transition for key vendors and retailers through the process
- Product Life Cycle Management: Drive product roadmap to meet business goals; define the AEM framework

National Instruments (NI): US-based $1.04B organization providing solutions in the embedded electronics space

Solution Sales Manager-India (West)   *Apr 2012-Feb 2014*
Led team of 3 sales professionals and 2 alliance partners to generate 10% of national revenue (sales target of $2.3M/yr)

- Channel Management: Streamlined skill-development program for sales team of channel partners
  - Enabled channel partners to enter new potential accounts via joint presentations and demonstrations
- Key Account Management: Managed key accounts with seamless integration with stakeholders across geographical regions
- Deal Management: Formalized strategic deal with key global accounts in the region
- Brand Management**:** Spearheaded marketing communications for NI in the region
- Marketing Strategy: Led marketing for the region; managing lead conversion and inbound query metrics for the region

Field Sales Consultant-India (West)   *Aug 2011-Apr 2012*
Led team of 2 to set up the business model in an under-developed region (sales target of $1M/yr)

- Prospecting: Initiated C-level presentations and client demonstrations in potential accounts
  - Executed Memorandum of Understanding with key alliance partners within the region
- Business Development: Build opportunity pipeline via focused industry events and systematic account mapping
- New Product Marketing: Implemented launch strategy for NI's products via targeted roadshows in the region

Applications Engineer   *Jun 2010-Aug 2011*
Worked with sales team to deliver customer solutions; Led AE team to manage resources for services business

- Pre and Post-Sales Support: Spearheaded customer training programs across India and Arabia region

EXTRACURRICULAR ACTIVITIES

- Community Outreach: Led Small and Medium Enterprise (SME) benefit program to provide NI technologies to SMEs
  - Increased SME enrollment by 25%; helped these SMEs grow their workforce by 35%
- Sports: Active sportsman; represented ISB in squash, ultimate Frisbee, and marathon events