Debasish Nayak | Linked-in | ePortfolio | Mobile - 09535692348 | Email d.nayak1986@gmail.com |

Profile Summary

- Experienced **B2B Product marketing** and **presales** professional with **11+ years** of experience in competitive market intelligence, business research, presales research, sales enablement, consulting, win/loss program, product marketing, product strategy, business analytics, BI, account development program, sales intelligence and strategy development in Chemicals, Retail, IT/ITES, Automotive, Railways, Utilities, Healthcare, Distribution and Manufacturing industries
- Extensive experience **in** business research, industry reports, market sizing, forecasting and database development
- Proficient in quantitative research & creating statistical models by using R, Tableau, KNIME, Google Analytics and SQL
- Ability to make excellent marketing collaterals, proposals and presentation depending on business requirements
- Adept in conducting qualitative research involving interviews, gathering market data, competitor and product data

Experience

Since Sep'17   Sr. Product Marketing Specialist | Marketing & Strategy | Epicor Software | Bangalore

Furnishing Global **Product** and **Sales leadership** with key **market data, competitor insights** and **recommendations** enabling effective strategic product planning across all business units, regions and product lines

- Leading the competitor and marketing Intelligence, analysis, and research teams to develop insights for **products, marketing plan, GTM strategy, pricing, market positioning, competition** and **thought leadership** strategy
- Working closely with **sales** and **products** leaders to drive product revenue, product positioning and messaging
- Analyzing **market trends and developing market insights** to increase market share and create new markets
- Lead the design, development and execution of **competitive market strategies and sales enablement programs**
- Preparing **competitive decks, sales pipeline report, QBR report, win-loss, pricing analysis** for global Sales/BDRs
- Leading the **global win loss program** to drive our win percentage and customer voice in manufacturing sectors
- Translating Salesforce data into analytics content and insights, and generate reports/KPIs dashboard for strategic decision
- Conducting interviews with various sources to better understand competitors products, GTM strategy, and win/loss results
- Analyzing **market competition** and development by product positioning in terms of pricing and product differentiation
- Planning the launch of new product releases and manage the cross-functional implementation of the plan
- Enable sales organization with nurture and deal assistance content including battlecards, cuecards, playbooks, case studies, whitepapers, training videos, newsletter, brochures and customer references etc
- Prepare global board newsletter on **competitors, key IT trends, buying behaviors**, reviews and macroeconomic factors
- Assisting in the training and delivery of competitive assets and other sales enablement activities

Feb'16 – Aug'17   Senior Consultant | GTM & Sales Enablement, Norway | Capgemini | Bangalore

Worked as **sales transformation lead** for **Norway and France** strategic business unit to provide **account strategy and planning** support that helped them to focus sales efforts on sourcing large deals and improving Capgemini footprint in **Europe**

- Worked closely with sales leadership teams for **account growth, digital transformation** and **account planning**
- Prepared 3-5 year strategic plan for top strategic accounts in **Retail, Transport and Automotive** sectors
- Collaborate with group sales, account leaders; developing **market/competitive insights and opportunity** analysis
- Created sales performance report, sales pipeline, trend analysis and forecast dashboards for executive review
- Prepared research findings that support sales entities and enable them to have a strategic view of the market
- Prepared recommendation based on research findings to enable bid team to improve their win rate against competitors
- Prepared **big deal radar, win/loss, battle card, sales strategy** to grow high potential accounts within France & Norway
- Managed **sales programs** to drive business growth in **digital & ADM space** in collaboration with leading advisory firm
- Prepare **monthly/quarterly sales forecast and dashboard** and tracking **BU and account performance**
- Collaborate with sales and delivery teams to develop digital transformation business cases in emerging technologies like **digital manufacturing, big data analytics, Blockchain, Watson** in Retail, Healthcare, Transport & Automotive sectors
- Developed strategy for omnichannel digital experience across all customer service touch points for Retail customers
- Published white papers and point of view on urban store retailing and auto suppliers sector
- Developed deal/opportunity specific winning themes

May'2014 – Jan'2016 Lead Analyst | Business Consulting | Infiniti Research | Bangalore

- Responsible for **end-to-end project management, scope design, competitor tracking**, development of models and frameworks, research delivery, strategy formulation, **team management** and client interaction
- Writing business report that encompass emerging trend, growth drivers, challenges, and competitive landscape
- Managing multiple small and medium sized consulting engagement in Chemicals & Materials sectors
- Performing secondary and primary research covering market growth, trends, pricing and competition
- Managing client relationships through regular interfacing and feedback mechanism over the call and email
- Leading a team of 12 analyst and senior analysts; engaged in the delivery of strategic market insights for clients
- Providing sales strategy support, SME services, RFI/RFP responses and client proposals for research projects
- Developing market entry and market expansion strategies by evaluating current and future demand scenarios
- Engage with prospective clients to understand and scope research requirements
- Preparing marketing documents (sales deck, collaterals, PPT) for sales and business development team
- Responsible for manpower planning, appraisal, recruitment and training of junior staff

- Responsible for resource planning, vendor briefing, addressing media and conference query

Jan'2012 – Apr'2014   Senior Analyst | Market Research | Williams Lea Tag | Chennai

- Provided **Chemicals sector research and information** that are vital to create pitch book for Investment banker
- Provided business information with market data and reports thereby enabling clients to take their strategic decision
- Researching different secondary sources to providing business information with supporting data and generating reports thereby enabling clients and internal stakeholders to take their strategic decisions
- Prepared company profiles covering key products and services, business overview, market shares, geographies footprint, customers profiling, competitors overview, significant events, news, deals for cross industries
- Devising new market entry strategies, evaluating the company financials, preparing key research deliverables that include company profile, industry snapshot, Newsletters, PIBs, power point presentations etc
- Gathering market and competitive intelligence by using internal and external research sources such Thomson, Bloomberg, FactSet, Cap-IQ, Factiva, Hoover's, Nexis, SDC and OneSource etc
- Supporting the new associates on floor and helping them come up the new learning curve

Nov'2008 – Jan'2012   Research Analyst |Market Intelligence | GlobalData | Hyderabad

- Analyzing and writing industry reports, view points and deal analysis for **Global Petrochemical Industry**
- Performing secondary and primary research covering market analysis, trends and competitor analysis
- Conducting Extensive Primary Research through interviews with Industry Experts, online survey for data collection
- Understanding the business requirements, cleaning, analysing, interpreting data and carried out key analysis on it
- Providing business case support, analysis for key opportunities to the sales & business development teams
- Involving in to feasibility studies and formulating business proposal and representing it to Project manager
- Lower level Program Management; work stack management & supervision of a team
- Preparing marketing material, dashboard, slide deck, graphs & charts as e-brochure and research analysis released

Education

2017 – 2018 **Great Lakes Institute of Management**, **Bangalore** | PG Program | **Business Analytics and BI**
2017 – 2018 **Illinois Institute of Technology, Chicago** | PG Certification | **Data Science, Machine Learning**
2007 – 2009 Indian Institute of Planning and Management, Hyderabad | PG Diploma | Marketing & Strategy
2003 – 2006 Sambalpur University, Orissa | **B.Sc. in Physics**, Minor in Mathematics and Chemistry

Technical Skills

Statistical Tools - R, Python, SPSS, KNIME, Google Analytics, Google Ad wards, MS SQL, Spark, Tableau
Expertise – Quantitative Analysis Predictive Modelling, Descriptive Analytics, Machine Learning, Linear Regression, Logistic Regression, Time series, ANOVA, Statistical Modelling, Business Intelligence, Data Visualization, Classification, Clustering, Factor Analysis, Decision Tree, Random Forest, PCA, LPP and Sentiment Analysis

Awards & Acknowledgement

- Received **ITC Star Award for** outstanding performance, contribution towards win and success in Epicor for Q1'18
- Received **Master Blaster** award for outstanding performance and contribution towards projects in Capgemini for Q4'16
- Received Spot award for outstanding performance and contribution towards projects in Capgemini for Q4'16
- Received **Best Lead and Team Award** for contribution towards consulting projects in Infiniti-Research for Q3'14
- Received **Exceptional Award** for outstanding performance, dedicated client focus in Williams Lea India for Q3'12

Personal Information

- **Date of Birth -** 19th July 1986
- **Languages –** English, Hindi, Oriya
- **Current Address -** Flat No - 203, Queen's Elegance, 18th Main Road, HSR Sector-3, Bangalore, 560102