

MOHAN RAM

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Summary

Highly accomplished professional with extensive experience in Partnerships, Revenue Growth, and Marketing Strategy. A full-stack marketer adept at developing revenue-driving strategies across self-serve, sales-serve and Partnership funnels, while aligning with Product-Led Growth (PLG) initiatives. Proven ability to build and lead high-performing teams that excel in fast-paced, dynamic environments. An advocate for data-driven decision-making, consistently employing experimentation and testing to optimize performance metrics and achieve strategic objectives. Offers a comprehensive understanding of the full marketing ecosystem, bolstered by a track record of creating synergies between Sales, Marketing, and Partnerships to drive long-term growth and profitability in the Cloud, AI/M, and Developer tools space.

Core Qualifications

- **Multifaceted Expertise:** Highly skilled in Lead Generation, Revenue Growth and expansion, Tracking and analytics, Financial Management and reporting, Team Leadership, Marketing Strategy and operations, and Event Production and management.
- **Partner Marketing & Demand Generation Leadership:** Proven track record in executing high-impact Demand Gen strategies including Campaigns, Regional Field Marketing, Partner Marketing, and Events to drive MQLs, accelerate sales pipeline, and foster customer upsell/cross-sell opportunities and drive pipeline for the business.
- **Cross-Team GTM Collaboration:** Exceptional ability to collaborate with Field Sales, Customer Success, Partnerships, Product Marketing, Content Marketing and Growth Marketing teams to optimize pipeline and conversion rates. Accomplished in overseeing performance metrics, budget management, and ROI analysis.
- **Strategic Campaign Development:** Developed and led the Campaigns function, working closely with cross-functional teams to launch effective paid and organic campaigns that drive net new leads, self-serve sign-ups, and customer revenue expansion.
- **Financial & Operational Management:** Managed multi-million-dollar budgets for various marketing and community initiatives, including conference sponsorships, hosted events, and community sponsorships. Skilled in reporting on lead generation, pipeline metrics, and financial performance.
- **Executive-Level Strategy:** Adept at providing strategic counsel to Executive leadership on market investment opportunities, while aligning departmental goals to educate, engage, and establish strong relations within the developer community.

Skills

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| ● Executive Leadership | ● Content Development | ● Campaign Execution |
| ● Stakeholder Management | ● Partner Marketing | ● Regional Marketing |
| ● Business Development | ● Project Management | ● Lead Generation |
| ● Analysis & reporting | ● Budget Management | ● Brand consistency |
| ● AI/ML Technologies | ● Product Marketing | ● Account based Marketing |

Experience

Head of Developer Community | DigitalOcean | 07/2024 - Current

- **Global Field & Regional Marketing:** Leading the strategy for Field marketing programs globally through conferences and events (both internal & external), webinars and other regional campaigns.
- **Customer & Partner Marketing:** Driving marketing campaigns for customers and partners, Customer Advisory Board and Partner marketing initiatives.
- **Global Community Program Management:** Building and scaling our global meetups program, driving the strategy for our global open-source hackathon (Hacktoberfest) and other developer engagement initiatives.
- **Data-Driven Performance Metrics:** Utilized a metrics-based approach to evaluate the effectiveness of regional marketing initiatives, adapting strategies based on data analytics to ensure the maximization of ROI and overall impact.

Head of Regional & Partner Marketing | DigitalOcean | 01/2022 - Current

- **Global Field & Regional Marketing Development:** Pioneered the establishment and scaling of a Global Field, Regional & Partner Marketing function at DigitalOcean, implementing strategies that markedly accelerated revenue growth and fortified brand awareness through region-specific marketing endeavors.
- **Team Leadership & Regional Expansion:** Directed the hiring and management of a multifaceted marketing team across AMER, EMEA, and APAC regions, fostering growth through various channels such as Startup/SMB engagement, PR, local partnerships, and event participation.
- **Cross-functional collaboration:** Collaborated closely with Sales and Marketing to execute regionally customized lead generation and brand-building activities. Served as key Marketing leader for Paperspace, DigitalOcean's AI/ML offering.
- **Revenue & Pipeline Generation:** Executed campaigns to generate pipeline, gather feedback, and track customer success metrics, contributing to revenue growth.

APAC Head of Sales and Go-to-Market Lead | DigitalOcean | 05/2020 - 12/2021

- **Regional Expansion Leadership:** Orchestrated the strategic expansion of DigitalOcean operations into new high-potential markets, including South East Asia and MENA, laying the groundwork for sustainable growth and market penetration.
- **Revenue & Business Development:** Achieved exceptional first-year revenue of over \$5M USD through a multi-pronged approach encompassing business development, partnerships, marketing strategies, and community engagement efforts.
- **Player/Coach Management Style:** Adopted a player/coach leadership approach, expertly managing a remote sales team while also building and implementing scalable sales processes and systems that contributed to revenue growth.
- **Team Building in Key Markets:** Assembled and led a high-performing remote team of Business Development Managers and Representatives across pivotal new markets including SE Asia, Japan, and Australia, fortifying the company's global presence.

APAC Partnerships Manager | DigitalOcean | 07/2018 - 04/2020

- **Global Market Penetration:** Spearheaded the scaling of DigitalOcean's footprint in strategic international markets including Indonesia, Malaysia, Hong Kong, Turkey, and Singapore, optimizing market-specific partnership strategies to accelerate growth.
- **Startup Program Development:** Conceptualized and launched DigitalOcean's global startup program, Hatch, transforming it into a significant revenue-generating mechanism for the company and nurturing a vibrant community of over 5,000 startups worldwide.
- **Revenue & Community Building:** Elevated the Hatch program to not only serve as a revenue catalyst for DigitalOcean but also as a community-building initiative, successfully creating an ecosystem of startups & SMBs that benefit from mutual growth and engagement.
- **Partnership Strategy & Execution:** Crafted and implemented comprehensive partnership strategies tailored for each target market, facilitating mutually beneficial relationships and optimizing market entry and expansion efforts.

India Partnerships Manager | DigitalOcean | 06/2016 - 06/2018

- **International Expansion & Strategy:** As the second hire for DigitalOcean's international expansion team in India, played a pivotal role in crafting and executing localized go-to-market strategies, and establishing partnerships with accelerators, incubators, VC firms, government bodies, and technology partners.
- **Revenue Growth & Community Engagement:** Devised and implemented innovative go-to-market programs that significantly expanded the user base and spurred revenue growth in India, while also enabling the local developer and startup communities through strategic initiatives.
- **Event Management & Customer Engagement:** Conceptualized, organized, and executed over ten editions of DigitalOcean's customer conference, TIDE, in India, serving as a platform for customer engagement, knowledge sharing, and community building.
- **Ecosystem Partnerships:** Forged strategic alliances with key ecosystem players, including accelerators, incubators, VC firms, and local government bodies, to facilitate seamless market entry and growth in the Indian market.

Head - Business Development and Partnerships | Kyron Management Services Pvt Ltd | 08/2015 - 05/2016

- **Corporate Innovation Leadership:** Architected and executed the world's largest Corporate Innovation (Intrapreneurship) program, driving a culture of innovation within a corporation of 180,000+ employees, thereby positioning the company at the forefront of industry innovation and transformation.
- **Startup & Fortune 500 Engagement:** Developed targeted Startup Engagement programs that fostered collaborative innovation between high-potential B2B startups and Fortune 500 companies. These programs have become pivotal in accelerating Enterprise Innovation and facilitating Digital Transformation initiatives for key stakeholders.
- **Strategic Business Development:** Leveraged deep industry insights and a multifaceted network to forge strategic partnerships that enabled both startups and large corporations to realize their innovation goals, contributing substantially to organizational growth and market competitiveness.

Founding member - Business Development and Account Management | Turnaround Systems Pvt Ltd | 02/2015 - 07/2015

- **Early-Stage Startup Leadership:** Served as a founding member in Business Development and Account Management for an early-stage startup focused on 3D-imaging technology solutions for e-commerce. Contributed to the company's recognition among the 100 Most Innovative Companies by Nasscom in 2014 and its incubation by Target and Kyron Accelerator.
- **Strategic Client Engagement:** Spearheaded the identification, outreach, and relationship-building with top-tier retailers in the e-commerce domain. Formulated and executed robust go-to-market strategies that positioned the company as a competitive player in its niche.

Partner Development Manager - Partnerships and Alliances | NetApp | 07/2013 - 01/2015

- **Technology Evangelism & Partner Management:** Served as NetApp's Technology Evangelist and strategic Partner Consultant, overseeing relationships with 70+ partner organizations across India, Sri Lanka, and Bangladesh, thereby strengthening NetApp's footprint and influence in these markets.
- **Program Management & Service Development:** Orchestrated NetApp's Professional and Support Services Partner programs, providing strategic guidance and resources to assist partners in constructing robust Reseller and Services portfolios.
- **Strategic Alliances & Portfolio Enhancement:** Leveraged deep industry expertise to nurture and grow partnerships, resulting in a diversified and strengthened services portfolio that enhanced NetApp's competitive edge and market reach.

Technical Partner Manager | NetApp | 01/2012 - 06/2013

Professional Services Consultant | NetApp | 05/2009 - 12/2011

Education

- **Post-graduate Diploma: Leadership | Emeritus** - in partnership with Columbia Business School, MIT, and Tuck School of Business | 2021
- **Certificate Program: Digital Marketing Strategies | Northwestern University - Kellogg School of Management** | 2019
- **Stanford Ignite: Global Program in Innovation & Entrepreneurship Stanford Graduate School of Business** | 2014
- **Bachelor of Engineering: Computer Science | Visveswaraya Technological University** | 2008

Extracurricular Activities

- **Public Speaking & Media Presence:** Recognized international speaker with a history of keynote appearances at prominent startup and technology conferences across multiple countries, including the United States, Turkey, Indonesia, Portugal, Malaysia, and India. Additionally, serves as a spokesperson for DigitalOcean, garnering media coverage in esteemed publications such as The Times of India and CXOToday.
- **Organizational Leadership & Inclusion:** Actively involved in diversity, equity, and inclusion initiatives as a core member of DigitalOcean's DE&I Committee and Employee Awards Selection Committee. Currently serving in a leadership capacity at the New York Chapter of Out in Tech for the year 2023.
- **Industry Engagement:** A sought-after anchor and jury member for prestigious startup events and conferences, including WebSummit in Lisbon and RISE in Hong Kong. Previous engagements include anchoring events like Techsparks by YourStory, LetsIgnite by LetsVenture, Unplugged by NextBigWhat, Surge 2016, and the Nasscom Changemaker Summit.
- **Entrepreneurial Community Involvement:** Served as a mentor at Techstars Bangalore from 2019 to 2021 and actively engaged as a core team member at the Founder Institute's Bangalore chapter. Also contributes as a volunteer at the HeadStart Network Foundation and is part of the leadership team at Out in Tech, India.
- **Educational Contributions:** Serve as a faculty member at UpGrad's Product Management program, imparting industry insights and practical knowledge to the next generation of product managers.
- **Artistic Endeavors:** Accomplished theatre actor, voice artist, and podcaster with contributions to over 25 theatre productions, ad films, short films, and feature films. Has also recorded audiobooks for Audible and created and featured in a podcast available on Spotify.