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Top Skills

New Business Development
Consultative Selling
Sales Management

Ashutosh Ghildiyal

Head of Institutional Partnerships at Cactus Communications
Mumbai, Maharashtra, India

Summary

My cumulative experience of 15 years includes selling to a diverse range of global clients in multiple markets, developing new markets for the company, building strategic partnerships, and developing local B2B sales teams.

Services that I have experience in selling:

- Strategic communications consulting: custom communications planning and management
- Research communication and dissemination services: video summaries, brand videos, infographics, research news stories, executive briefs, visual information booklets, and other types of communications.
- Publication support services: Language editing, translation, typesetting, copy-editing, and related support services for authors and publishers
- Author education services: Online scientific communications training programs, Workshops and webinars on research writing and science communication

Industries that I specialize in doing business with:

- Academia - research Institutions, labs, libraries, and researchers
- Scholarly publishers, societies, and journals
- Hospitals, Pharma and Biotech/ Life sciences organizations
- Think Tanks and Policy research institutes
- Foundations and funding bodies

Core skills:

- Consultative selling
- Sales management
- Business development

Currently, I'm working with Cactus Communications. CACTUS (www.cactusglobal.com) is the world's largest provider of specialist scientific communication solutions to researchers, publishers,

academic societies, institutions, libraries, and corporations worldwide. Founded in 2002, we currently have an in-house staff of over 1000 spread across offices in the U.S., the U.K., India, China, Japan, Singapore, and South Korea.

Impact Science (www.impact.science) is the communications consulting and services brand of CACTUS that offers creative media and outreach services that help to ensure that quality scientific work is found, understood, and acted on. We provide services such as Infographics, Video summaries, Press Release writing and global distribution, Research commercialization communication, and Social media management and visibility solutions for our clients.

Editage (www.editage.com) is the flagship author services brand of CACTUS. It provides manuscript assistance and publication support services such as English-language Editing, Scientific Editing, Translation, Illustration, Statistical Services for authors and production and design services for journals and scholarly publishers.

Experience

Cactus Communications

6 years 9 months

Head of Institutional Partnerships

March 2019 - Present (1 year 3 months)

Mumbai Area, India

Director, Sales & Strategic Partnerships, Greater China

April 2017 - March 2019 (2 years)

Beijing City, China

Director, Presales and Publisher Partnerships

April 2016 - March 2017 (1 year)

Greater Philadelphia Area

Senior Manager, Strategic Alliances

September 2013 - March 2016 (2 years 7 months)

Mumbai Area, India

Cactus Communications

6 years 6 months

Senior Manager, Business Development
June 2012 - September 2012 (4 months)

Manager, Corporate Business & Alliances
January 2010 - May 2012 (2 years 5 months)

Manager, Client Servicing
July 2007 - January 2010 (2 years 7 months)

Assistant Manager, Client Servicing
April 2006 - June 2007 (1 year 3 months)

InterGlobe Air Transport
Executive, Sales
June 2005 - February 2006 (9 months)

Teleperformance
Executive, Telesales
June 2003 - February 2004 (9 months)

Education

Indian School of Business Management and Administration
Post Graduate Diploma in Business Management, Marketing Management

National American University
Bachelor's Degree, Business Administration and Management

Skyline Business School
Graduate Diploma in Business Management, Tourism and Travel Services
Management

City Montessori School
High School, Science