



NAME - ANUROOP GUPTA

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Profile Summary

Cross functional exposure and deep insights across Sales Growth, Stakeholder Relationships, Revenue Generation, Business Profitability, Marketing functions...Areas of Excellence, Acquired Skill Sets include:

Customer Relationship Management	Channels and Alliance Management	Leadership, PL Owner
Strategic Planning and Execution	Delivering Sales and Revenue Growth	People Management
Value Negotiation and Closures	Quota Driven Role and Performance	OEM and GSI Expertise

Proven track record of implementing strategies to successfully grow the business and meeting all the set organization objectives. Consistent Quota achievement with Y-O-Y growth in revenue and bottom-line.

Extensive exposure to IT sales across Storage, Security, SaaS offerings. Outsourcing Business, Cloud, Distribution Channels, Data-center, IT Networking and Services.

CXO level connects with Enterprise, Mid-Market and Commercial Customers across India with extensive exposure of directly handling customer accounts across verticals. Rich experience of managing Channels, GSI, Alliances and driving direct engagements with customers across BFSI, Telco, Federal and IT Verticals.

Delivering results and revenue growth in leadership and people management profile for 9+ years. Achieving consistent results by developing a strong relationship with all the internal and external stakeholders. Recipient of various awards and recognitions throughout my career.

CAREER DETAILS

Broadcom Inc., Mumbai (Nov 2016 to Dec 2021)
Country Manager BSN Business – India & SAARC

Contributions and Accomplishments:

- Successfully led a team to consistently achieve Y-O-Y Revenue Growth @ 30% CAGR.
- Surpassed Profitability targets by positioning Broadcom Value to Top Customers and Partners.
- Extensive and Direct Mapping of top Enterprise Customers, to ensure a high mindshare.
- CXO connects with top customers like of HDFC Bank, ICICI, Axis, Vodafone Idea, Airtel etc.
- Gained market leadership of SAN and HBA by driving a high wallet share for Broadcom.
- FY'20 Exit Number was at a 135% of the Plan Number and FY'21 was at around 108% of Plan.

Brocade Communications, Mumbai (March 2008 to October 2016)
National Sales and Alliance Manager – India & SAARC

Contributions and Accomplishments:

- Achieved a high Brocade wallet share in the top Outsourced accounts like Airtel and VI.
- Relationships with key EU accounts across the country, including top BFSI and SP customers.
- Planning and Strategy execution of Business Plan with Top Execs, Tracking via regular QBR's.
- Ensured high wallet share in excess of 75% with all my top OEM and Alliance partners.
- Consistently achieving 100% against plan, meeting organization objectives, YOY CAGR of 18%
- Increasing Sales & Profitability for E2E Networking, closed 5 of the biggest Multi Mn \$ deals
- Qualified for Brocade President Club, Brocade Excellence and Button Awards during my tenure.

Ingram Micro, Mumbai (September 2002 to March 2008)
Product Manager – Technology Solutions Group

Contributions and Accomplishments:

- Complete business ownership from planning to execution with the Vendors & Partners.
- Building long-term relationship Position Ingram as the best VAD and preferred partner.
- Effective Leadership - Driving Sales Growth with my team mix of Channel & Direct A/C
- Drove the transition of Ingram sales approach from volume approach to value driven.
- Top line and Gross Margin Target achievement as per Organization objectives
- Ingram "Excellence Award for Outstanding Performance" and Oracle Awards.

Antarix e Applications, Bangalore as Business Development Manager (2001 to 2002)

A 100% subsidiary of DSQ Software providing Enterprise-wide end-to-end solutions & products on multiple platforms through various technology alliances **on an Application Service Provider (ASP) platform.**

Jindal Iron & Steel Company, Vasind, as Junior Manager (1997 to 1999)

Jindal Iron and Steel Company Limited (JISCO), a part of the \$1.5 billion Jindal Organization, is a leading manufacturer of flat steel products in India & the market leader in galvanized steel products.

Qualifications

Education:

- MBA (Marketing & Finance) from SIBM, Pune, 1999 - 2001
- B.E. (Electronics & Power) from VNIT, Nagpur, 1993 – 1997
- Class 10th and 12th from KV Fort William, Kolkata

PERSONAL DETAILS

Contact Address: H-504, Rail Vihar, Sector 4, Kharghar, Navi Mumbai – 410210

Date of Birth: 12th December 1973 **Nationality:** Indian **Marital Status:** Married

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