



## SAURABH BANSAL

18+ years experience in

- Overall Business Management,
- P&L responsibility,
- Business Operations,
- Financial reporting,
- Vendor Partner Management,
- Partnerships and Alliances,
- Channel Development,
- Sales strategy GTM,
- Training & Development,
- Sales & Marketing Collaterals,
- Deal structuring, Pricing, Contract Negotiation,
- Enterprise Sales,
- Fund Raising,
- Leasing & Renting,
- Product Management,
- E-learning, EdTech, K12 Institutions,
- IT, Hardware, Software,
- Expanding Overseas Business in UAE (GT).
- Exposure across Global Geographies (USA, Austria, UK, Singapore)

## Educational Background

Exec MBA from  
National University of Singapore  
— Jun 2016 to Jun 2019

MBE from Delhi University  
— Aug 2003 to Mar 2005

B.Tech Mechanical from  
PTU, Jalandhar  
— Sep 1998 to Mar 2002

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CEO/ SVP, Management, Strategic Growth, Alliances,  
National Sales, SaaS, PaaS, EdTech

## Work Experience

### Chief of Zonal Operations (Jan 2021 to till date)



- Lead Recruitment Process, Sales and Marketing Collateral, Training & Development Design
- Align with product, service & delivery teams to help resolve BIMs
- Guide support team on CRM and dashboard creation
- Review and monitor zonal sales teams on strategy, effort, action and result
- Participate in daily stand-up with CEO and actively involve to bridge gaps & build synergies across teams

### CEO (Jun 2016 to Dec 2020)



- Establish efficient business processes, ensure compliance, oversee finance and business operations
- Build brand value and develop strong market credentials including business growth
- Engage with all stakeholders, improve shareholder value & create sustainable business proposition
- Achieved total revenue CAGR of more than 80%; Developed organization structure, logistics & services delivery mechanism; Concluded successful tie-up with major suppliers and financiers; Drafted customer contracts and service terms; designed complaints addressing system; Put process to invoicing and collection mechanism; Transitioned company to GST and closed previous tax matters

### AVP - Strategic Business (May 2014 to May 2016)



- New Business FY2015-16: USD 1.8 Million & Total Revenue: USD 3.5 Million
- Initiated and developed key accounts business division from scratch; hired, trained and led the team of high impact individual contributors to chase largest accounts in the country
- Supported development and strategy implementation for new revenue channels like dealers and distributors for Publishing business, Corporate relations for CSR business
- Liaised with key influencer's in Private & Institutional bodies impacting industry opinion



## SAURABH BANSAL

"You don't lose until you let loose"

He grooms and knits the teams together while creating tremendous momentum to drive organic growth.

To promote, post a brief stand-up meeting with different team leads, he spends time on critical projects and with team members clearing their blockers.

Thereby building a culture of positive vibes and enthusiasm across.

Along, he has a small family with two young sons, wife and parents all living together in Bangalore.

### Personal Interests

An avid gym enthusiast and badminton player

Loves to drive and travel to hilly mountain regions

Enjoys occasional social gatherings with friends and family

### Director - Sales & Business Development (May 2013 to Mar 2014)



Worlds largest online teachers community;

- Tasked to expand TSL UK's India business and achieve revenue target of USD 15 million over next 3 years out of TSL's online content & classifieds for teacher recruitment.
- Supported UK team on product customization; Interacted with cross- functional global teams; Represented TES India at Networking Events; Engaged with Govt & other Apex bodies; Led in-house call/ contact center team and on-field sales team; Conceptualized & Developed business & marketing collateral
- Post buyout by TPG, supported London Office with low key amicable exit of over 40 member team, closure of vendor, partner and customer agreements.

### DGM - Business Development (Sep 2008 to Apr 2013)



- Consistently Awarded National Performer for FY 08-09, 09-10, 10-11 & 11-12 with USD 20 million business booked for FY 11-12; more than National business of nearest competition
- Implemented flexi spread sales structure for the region. This helped manage individual strengths and weaknesses and multiply sales volume by more than 300% over 12 months.

### Associate Partner - Business Development (Jun 2005 to Aug 2008)



- Supported multiple assignments across various Gallup clients in US and India with new business development to the tune of over USD 0.5 million in the 1st year of joining.
- Cracked largest ever deal in history of Gallup India with Government of India worth USD 0.5 million and awarded globally the best Director of Marketing for year 2006 with new business generated in excess of USD 1 million. Contributed significantly to more than 80% growth of Gallup India.
- Grew responsible for entire operations and P&L of the South India Business and Revived potentially large, lost clients and drove price points by 40%
- Chosen for Gallup's prestigious Future Leader Program

### Sr. Executive - Marketing (May 2002 to July 2003)



### Market Research Intern (May 2004 to July 2004)

