# AMEET H.MONDKAR

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#### **EXECUTIVE MANAGEMENT**

Business Strategy & Planning, Product & Services Marketing Management, G-Local Operations, Tech Adoption

Accomplished Executive with international and domestic experience in marketing, business development, sales, operations, P&L oversight, multi-channel product/service distribution; involving both start-up and global reach organizations. Result-oriented, decisive leader with proven success in new market identification and strategic positioning for IT, ITeS, Digital Transformation, Telecom, Retail, Consulting, Media and Start-up organizations. Track record of increasing sales, growing bottom line and profit improvements while spearheading operational improvements to drive productivity and reduce costs. Excel in dynamic, demanding environments and challenging ecosystems while remaining pragmatic and growth focused.

#### **CORE COMPETENCIES**

Go to Market Strategy Global Market Expansion High-stake Negotiations Key Account Management Venture Capital Advisory Partnerships Development
Tactical Market Planning
Budget Direction/P&L
Digital Transformation
Customer Relations & Servicing

Organizational Restructuring Market/Competition Analysis Corporate & Tech Strategy Thought Leadership Enterprise B2B/B2B2C/B2C SaaS

# **PROFESSIONAL JOURNEY**

## GLOBAL TECHNOLOGY DEVELOPMENT GROUP, Inc., USA

Chief Revenue Officer, September 2021 to Present Principal Advisory Consultant, January 2019 – August 2021 Chief Marketing Officer, June 2015 - December 2018

As part of the founding team, ensuring a YoY revenue growth of 140% with US & EU market reach and high ARR, elevating a seed start-up from a resource count from 5 to 70 by 2020. Successfully raised US \$ 23 million Series 'A'

## Focus Markets: USA, Europe, GCC

- Creating accountability within GTDG, Inc. by developing OKR/KPI metrics and driving a "lean start-up" style environment of constant experimentation, and learning
- Developing and implementing robust sales management processes pipeline diligence, account planning, and proposal creation
- Leveraging customer research (quantity and quality) to provide strategic leadership for brand architecture and positioning
- Integrating sales and marketing, as well as any other process that maximizes the returns on marketing investment and monitoring all the revenue streams
- Allocating budget, and resources relevant for teams as per the revenue goals
- Clearly identifying micro-markets, creating specific products targeting those markets with optimal pricing strategy

- Driving next gen CX innovation, digital transformation, thought leadership, as well as effective journey
  map processes for all new services and products and addressing any current gaps in the customer
  experience
- Analyzing collected data to evaluate performance from the standpoint of revenue, identifying gaps and building future strategy based on the measurable wins
- Performing competitive analysis related to emerging market opportunities
- Screening potential business deals by analyzing market strategies, deal requirements, potential, and financials; evaluating options; resolving internal priorities
- Managing projects and experiences through design development, prototyping, production, and continuous improvement opportunities

# PIXEL SOFTEK PRIVATE LIMITED / PIXEL SOFTEK, Inc., India & USA

## Vice President of Business Development, March 2005 - May 2015

Directed new virgin business roadmaps for the US, EME & India for specialized geospatial and IT services with a YoY ARR of 120% from 2006 to 2015. Instrumental in forging successful, long-term collaborative alliances with GSIs, OEMs and IT services partners in operational geographies

#### Focus Markets: USA, GCC, EU, Australia, India

- Formulated sustained accountability within Pixel by developing appropriate OKR & KPI metrics
- Monitored revenue pipeline and leads, adjusting as necessary to create sustainable growth
- Developed and implement robust sales management processes pipeline, account planning, and proposals
- Leveraged customer research (quantitative and qualitative) to provide strategic leadership for brand architecture and positioning
- Integrated sales and marketing, as well as any other process that maximizes the returns on marketing investment and monitoring all the revenue streams
- Allocated budget, and resources relevant for teams as per the revenue goals
- Maintained communication and relationships across organizational functions in order to work with different departments and manage the revenue generation through those departments
- Managed all revenue channel development and introduced new sales channels and partners
- Drove next gen CX innovation, thought leadership, as well as effective journey map processes for all new services and products and addressing any current gaps in the customer experience
- Tracked touchpoints of the buyer journey to understand customer behavior from the first engagement to the deal closure
- Analyzed collected data to evaluate performance from the standpoint of revenue, identifying gaps and building future strategy based on the measurable wins
- Screened potential business deals by analyzing market strategies, deal requirements, potential, and financials; evaluating options; resolving internal priorities
- Closed new business deals by coordinating requirements; developing and negotiating contracts; integrating contract requirements with business operations
- Collaborative partnering executed across with our commercial strategy, engineering, and marketing
  organizations to drive ideas from conception through execution and evaluation, with the goal of creating
  brand-defining experiences, disruptive market positioning, and flawless user engagement experiences
- Managed projects and experiences through design development, prototyping, production, and continuous improvement opportunities

## **BRAHMAND Inc.,** USA & India

**CEO and Founder**, January 2004 - January 2005

Incorporated a bootstrapped US market focused consultancy company for outsourced IT services deployments and product development, driving a successful startup ecosystem associations

## Focus Markets: USA, GCC

- Incorporated my first start-up experience of an IT business and consulting advisory
- Developed use cases for enterprise-wide transformation projects by applying analytical and decisionmaking skills with methodology for assessing benefit and value
- Formed collaborations with Services Vendors in India for IT application development and deployment for audiences and customers in the US
- Drove strategy on specific customer-centric deliverables on projects and supported the overall management of project timelines
- Provided consultancy and management for medium/large project implementations across technology spectrums with enterprise-wide stakeholders
- Developed briefings, client presentations and development of key initiatives like culture building, recruiting, community involvement, etc.
- Created accountability within the company by developing appropriate metrics and coordinating compensation and promotions with OKRs & KPIs
- Developed and implemented robust sales management processes pipeline, account planning, and proposals
- Screened potential business deals by analyzing market strategies, deal requirements, potential, and financials; evaluating options; resolving internal priorities.
- Developed negotiating strategies and positions by studying integration of new venture with company strategies and operations; examining risks and potentials; estimating partners' needs and goals
- Closed new business deals by coordinating requirements; developing and negotiating contracts; integrating contract requirements with business operations

# QUESTECH INDIA LIMITED / QUESTECH TECHNOLOGY SYSTEMS Inc., India & USA

**Vice President of Consulting**, September 2001 - November 2003 **Vice President and Specialist Business Development**, March 2001 - August 2001

Primed responsibility to promote configurable CRM/ERP solutions generating 100% consistent QoQ ARR and customer growth through focused hunting/farming; with an exponential increase in customer base from 16 at end of FY 2001 to 192 by 2003 and a yearly revenue pipeline of US\$ 54 million

## Focus Markets: USA, EU, GCC, India

- Served as a member of the Questech leadership team providing strategic direction on business development related issues. Worked effectively as a team member in a dynamic executive environment in a matrix organization and promoted teamwork within and across the organization by maintaining positive relationships and utilizing effective problem-solving skills
- Managed end-to-end sales cycle pitching, negotiating, contracting, billing/invoicing, payment collection and troubleshooting
- Helped develop and maintain technology roadmap and governance including solutions architecture and operations in alignment with the defined IT strategy and goals of the company
- Performed market research, financial analysis and revenue building activities. Developed, presented, and implemented business plans that enhanced market share of centralized and decentralized services
- Defined measurable KPIs for the region, its alignment and contribution towards top company objectives

- Developed and take full ownership of in-life marketing contact journeys for multi-channel retention, growth and re-activation lifecycle campaigns within the region
- Assessed business processes; recommended and implemented consistent practices to optimize
  performance and customer experience. Designed reporting and scorecards to provide timely and
  actionable operating information across company.
- Worked closely with Analytics and Marketing Intelligence teams to enhance audience segmentation and customer modelling and campaign performance reporting
- Led, managed and developed the team of proprietary CRM experts/consultants in US & India

## NIMBUS COMMUNICATIONS LIMITED, India

# **Assistant Vice President of Marketing**, June 1997 - February 2001

Devised and implemented strategic vision for new revenue generation across television properties, movie and print media; growing QoQ from 40% to 230% between 1997 and 2001. Was an integral part of the negotiation team that signed a US\$ 612 million contract satellite and domestic television rights for streaming rights with Board of Control for Cricket

#### Focus Markets: India, APAC

- Developed comprehensive short and long-term ad strategies for Nimbus to maximize revenues from electronic media products, programs and services. Provided the vision, leadership, and execution skills necessary to successfully implement these plans
- Devised comprehensive result oriented sales strategies and developed initiatives for Nimbus's electronic media operations for South India & APAC
- Headed acquisition and launch of new content for varied TV series/serials in South India; launching the
  first ever mega soap-opera series in the region Shakthi across the entire spectrum of SUN Network
  channels covering Kannada, Tamil, Telugu and Malayalam languages.
- Drove a continuing evolution of direct and programmatic offerings, including taking the lead on programmatic performance, packaging and yield strategies and measurement
- Prospected and negotiated revenue generating opportunities for the marketing division with programmers, advertisers, advertising agencies and third party vendors
- Worked with product, analytics and ad operations to optimize on-site media revenue without negatively disrupting viewer experience
- Acted as the lead voice for Nimbus in the electronic media marketplace, advocating for the brand with high level marketers and partners (television medium stakeholders), and elevating brand and company awareness in the market
- Worked closely with the Nimbus's leadership team to develop and deliver best in class monetization of our assets through compelling global direct programs and other revenue optimization techniques
- Set and monitored individual and organization-wide media revenue goals, budgets, sales targets, quotas and KPI's
- Participated in GLocal media conferences representing the company at major television and movie media events, including company PR & content launches
- Analyzed competitor TRP analysis and accurate mining of Nielsen, ORG-MARG, COFT, TRP, IMRB and other relevant audience measurement data and research parameters
- Worked closely with the Board to conduct internal and external Quarterly Business Reviews (QBR's) with projections for the following quarters

### THE LIMITED, Inc., USA

## Senior Director of Marketing & Media, August 1994 - April 1997

Led a team for measurable enterprise growth, CX, innovation, portfolio management, competitive and consumer insights, business development, M&A, yield management/optimization, and critical projects for the CEO and Leadership Team

#### Focus Markets: USA, Western Europe

- Drove company division Structure's (Men's Haute Couture) branding strategy initiative, customer segmentation, marketing planning, and retention roadmap
- Managed and analyzed global network of distributors on an ongoing basis to maximize performance and seek new distributors where necessary.
- Developed, updated and executed strategic global distributor plans by brand, both short and long term,
   to build-out global distributor networks to maximize sales and profitability
- Participated in meetings with senior management to review and communicate distributor network strategy and distributor performance.
- Managed the entire new distributor identification and onboarding process from researching markets, sourcing potential distributors, introducing the applicable brand to potential distributors, discussing business model with potential distributors, analyzing business plans/proposals of potential distributors, identifying the best distributor fit in a territory and negotiating distribution agreements.
- Collaborated with distributors to increase product penetration and presentation in approved channels.
- Collaborated closely with brands and cross-functional business partners to develop and implement an
  integrated annual acquisition & retention loyalty strategies which is supported by a detailed commercial
  and marketing plan

## AMERITECH CORPORATION (AT&T), USA

#### **Director of Marketing**, November 1990 - June 1994

Handled and promoted Ameritech brand and corporate marketing strategy through networking, vendor relationships, partners and Mobile OEMs, incorporating all relevant line of business touch points. Forecasted strategic business ROIs and ensured initiatives are aligned with strategic objectives and vision

#### Focus Markets: Midwestern USA

- Led Ameritech's imagination, development, and execution of communications to the existing Mobile/Broadband base of customers
- Created effective communication playbooks that outline touchpoint strategy, current creative, and optimization opportunities
- Developed key relationships with product, brand, customer advocacy, channels, legal and compliance divisions
- Maintained campaign engagement data and utilized it in decision-making and optimization of customer touchpoints
- Responsibility for Mobile services sales to Enterprise/Public Sector clients
- Developed sales presentations that educate enterprise customers on the value proposition of private wireless networks and Ameritech's unique differentiators
- Developed sales strategy and communicating recommended strategies to Ameritech leadership
- Attended industry trade shows and conferences, within the US and EU
- Managed the sale of entire product portfolio including Managed Services, Datacenter and Voice solutions to meet revenue targets based on rolled-up quota of sales team.
- Performed account planning and positioning for Strategic Accounts in Cellular/Mobile vertical.

- Managed overall financial tracking, revenue recognition as well as forecasting responsibilities for the team.
- Analyzed sales records and trends in relation to objectives and competitive activities; took and recommended necessary corrective action to VP of Sales
- Developed Business Plans for area of responsibility that is consistent with short-range and long-range company objectives
- Prepared sales forecasts, budgets, quotas, and other projections on a monthly basis

## IBM CORPORATION, USA

## Senior Manager of Marketing, Global Services Division, August 1988 - October 1990

Assigned to lead the marketing relationship with IBM retail partners and developed co-marketing programs to drive sales of the company's award winning line of consumer PC, and new category products in the wireless segment along with defining the software portfolios as part of newly incepted 'Global Services Division'

## Focus Markets: USA, Western Europe, South America

- Executed IBM's retail sales strategy by identifying customer needs and selling the appropriate hardware and company services
- Developed business through multiple marketing and sales techniques including but not limited to cold calling, conducting in person meetings, and partnering with vendors or manufactures
- Maintained a targeted understanding of customers' business showing the ability to establish customer needs, buving cycles, and creating strong relationships to effectively drive sales and repeat business
- Exceeded annual sales top line revenue and margin goals as defined by management
- Drove profits and grew revenue for target accounts in partnership with inside sales team
- Performed extensive proposal writing and prepared sales information for customers
- Managed individual sales objectives to include sales orders and billing activities to support quarterly goals
- Managed on-going customer account relationship to include updating account information in company systems and resolving customer satisfaction issues
- Worked with inside sales team to ensure that quotes are provided, and order requests are processed accurately and with engineering team to accurately scope projects
- Developed and maintained solid business relationships within the various decision-makers and influencers at all levels at each target account
- Performed deep analysis of account base including "heat maps" to determine key areas of opportunities, building use case scenarios
- Worked with sales leadership and team to provide feedback, develop specific vendor relationships, advance new company initiatives and mentor new employees to enhance all aspects of the sales strategy
- Attended monthly/quarterly account planning/penetration sessions with leadership team and line Managers
- Presented a Quarterly Business Outlook (QBO) to Line Manager each quarter with focus on past performance and expectations for each quarter, analysis of pipeline, key wins, and personal improvement goals

#### **EDUCATION**

#### **Master of Business Administration**

University of Notre Dame, USA - Mendoza College of Business, 1988 - 1990

- Major: International Business, Marketing
- Minor: Business Finance, Business Strategy, M&A Strategy
- Teaching Assistant/Research Assistant
- GPA 3.87/Scale 4.0
- GAC, Sweden Study Scholarship

#### **Bachelor of Business Administration**

University of Wisconsin, USA - Wisconsin School of Business, 1987 – 1988

- Major: Marketing, Business Management
- Minor: Finance, Management Information Systems
- Research Assistant/Grading Assistant
- GPA 3.76/Scale 4.0
- GAC, United Kingdom Study Scholarship & CWS Program
- Transfer of Credits to UW Madison

## **Bachelor of Commerce**

University of Mumbai, India, 1984 - 1987

- Major: Business Economics
- Minor: Business Finance & Accounting
- Graduated with distinction

# **SKILLS & TOOLS**

- Cloud Tech/Deployments AWS, GCP, Azure
- CRM Salesforce, HubSpot, Zoho
- Sales Analytics/Intelligence SAP Business Objects BI, Zoho Analytics, MS Power BI
- Market/Sales Intelligence ZoomInfo, LinkedIn Sales Navigator, Apollo, UpLead, D&B Hoovers

#### REFERENCES

Provided upon request