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Summary

Results driven, seasoned technology business leader with 21 years of experience selling software, building enterprise sales teams, customer champions, pipeline, while working in Information Technology, Cloud, Software as a Service Sales, managing enterprise business, ISV, alliance & channel management and Go to market strategy.

Strong sales management, planning, development, execution and coaching skills.

Customer-focused, result oriented enterprise sales leader with a passion to build successful team with deep knowledge of products/technologies in Application Software, Software as a Service, Platform as a Service, Cloud -

- Automation: Robotic Process, Release, Process and Run Book, Workload
- Analytics for Decision-making – Descriptive/Predictive/Prescriptive
- IT Services Management, Application Performance Management, Customer Experience Management, End User Monitoring, Business Performance, Hybrid
- Artificial Intelligence, Machine Learning
- Data Platform and NoSQL Database

DevOps: Continuous Integration, Continuous Delivery, API & Service Management, Assurance

- Cyber Security solutions for Endpoint, Web and Network Infrastructure, Application, Cloud, Containers, Security Automation and Orchestration, Identity & Access Management, IT Infrastructure visibility & monitoring, Multi-Cloud Management

Proven track record of building successful businesses, strategic partnerships, exceeding/increasing market-share, revenue growth while setting-up and managing cross functional teams across India & SAARC region and working with APAC/Worldwide leadership teams, defining strategies and delivering with compelling execution and results.

Experience



Regional Director - Enterprise Business

MongoDB

Sep 2020 - Present (1 year 7 months +)

My role at MongoDB is to lead the Enterprise Business. Help MongoDB establish an Enterprise GTM in India. Primary focus in developing and coaching a successful enterprise sales team, building and establishing the operating rhythm, driving a strategic business plan for MongoDB in India.

I am leading a team of A-players, 7 Enterprise Sales professionals, and have coached them to be successful by pivoting from a transactional sales to embrace/execute building an Enterprise business sales motion with consultative selling approach that has positioned us as subject matter experts, value sellers who open and build conversations using relevant industry insights and are focused relentlessly on our customers' pain/problems/unmet need.

Business growth strategy, resulted in acquiring 31 New Logo Enterprise customers (Banks Financial Services, Life/Health/General Insurance, Telecom, Conglomerates, Hi-Tech, Information Technology, Healthcare, CPG, Retail and Enterprise Digital Native Business) in a span of 6 Quarters.

Accomplishment:

\$3M ARR in FY'22 for Enterprise business, 2.5x Y-o-Y growth

12 New Logo Enterprise Customers in FY'21 and 19 New Logo Enterprise Customers in FY' 22

Quota Achievement - FY'21: 149%, FY'22: 167%

Recruited, Coached, Developed and Managing - 7 Senior Enterprise Account Execs/Account Managers



Product Specialist Sales Manager, India & SAARC

Cisco

Jan 2018 - Oct 2019 (1 year 10 months)

Managed sales of Cisco Cybersecurity products & services into large Enterprise customers space.

Nurtured and build new relationships within the customer and partner base via both direct and indirect touch to drive significant revenue growth while ensuring internal alignment to deliver technology & services that protect customers from the network to the endpoint to the Cloud.

Led sales engagements that have extended sales teams (partners / professional services / pre-sales / portfolio product experts / marketing / sales support / customer success/ product engineering/ product marketing etc.

Build executive relationships, developed and executed sales strategies and tactics to maximise Cisco's opportunity within the customer environment, positioning to the partner and customer value proposition, resulting in Enterprise significant deals:

Developed and led account plans, strategies for existing as well as potential customers, using available resources (exec sponsors, marketing, technical, customer experience & services, etc). Identified major projects within the top tier accounts and led the activities to maximise product and services revenue across the account base.

Drove revenue growth, developed new opportunities, managed pipeline. Partnered with system engineers/architects, product management/engineering to ensure technical excellence in all positioning, competitive analysis, proposals, and exchanges. Worked closely with channel/reseller partners to build & manage sales opportunities

Financial Performance – Exceeded bookings goal, maintaining forecast accuracy; providing visibility and in-depth knowledge into numbers (customer insights, macro/micro trends, consumption models)

Accomplishment:

• FY'19 Large Win - \$1.1M | Multiple Wins contributing \$6.5M+



Solution Account Director - India

CA Technologies

2015 - 2018 (4 years)

Led a focussed team to drive complex sales opportunities from identification and qualification through - closure by positively impacting the relative attributes of solution selling. Instrumental in driving the Go to Market Strategy for CA Solution Sales in Large and Growth (New Logo with potential)Enterprise

account territory. Achieved and/or exceeded the annual sales target (Quota).

Successfully managed forecast accuracy with a multi-pronged approach towards demand fulfilment across Banking Financial Services, Telecom, IT ITES, Enterprise & Public-Sector customers.

Responsible for developing and

maintaining trusted relationships with the C-level decision makers, and other key buyers within assigned account(s).

With a practitioner approach, coached the team on Solution selling, a pain/problem-led (rather than product-led) approach by using a proven sales process that focussed on researching on customer's biggest problems. With initial calls/ discovery meetings and asking high value open ended questions that help get to the crux of customer's pain/problem and uncover gaps in their requirements/processes. Resulting in identifying, nurturing and building customer champion who has the power to make/influence a decision/or access to a decision maker. Thereby, providing insights on how their business will benefit from CA Tech's products/services. Use metrics, case studies and client results to outline how our solution will solve their biggest problems.

Provided leadership and coverage to large Enterprise customers: SBI, NPCI, IDBI, RBI, ReBIT, IFTAS, HDFC, ICICI, BoM, IndusInd Bank, Kotak Bank, Union Bank, Bajaj FinServ, LIC, NIA, HDFC Life, Tata AIA, RIL & Jio, TCL, Vodafone, Idea, BillDesk, SEBI, BSE, TechProcess Ingenico, AGS Transact, Sun Pharma, Cipla, GSK, UPL, Asian Paints, Future Group, Godrej Group, Capgemini, WNS, TCS, TechM

Accomplishment:

Large Wins - \$1.25M & 650K in FY'17

- 11 New Logo customers acquisition for CA Technologies in FY'16 & FY'17

Account Manager

BMC Software

Feb 2013 - May 2015 (2 years 4 months)

Managed complete sales for BMC Offerings (Products & Services), including market competitiveness, pricing, direct and partner sales strategy. Drove efforts to sell the life-cycle of strategic deals from lead to close by meeting overall revenue objectives for strategic accounts in North, East & South of India.

Managed Top/C- level relationships in strategic accounts across Enterprise Corporate, BFSI, Telecom, IT & ITES, Government (Vijaya Bank, Syndicate Bank, PNB, J&K Bank, UCO Bank, Indus Towers, Genpact, Maruti Suzuki, EXL, WNS, Flipkart, Thomson Reuters, Titan Industries, Hinduja Global, Capgemini, Hexaware, Mindtree, Dr. Reddy's Lab, Times of India Group, HT Media, InterGlobe Technologies, Ranbaxy, Cairn India)

Learnt, fine-tuned and practiced MEDDPICC, a sales methodology based on qualification for complex, enterprise, Business to Business sales

Accomplishment:

- Large Wins: \$ 1.1M from a Telecom co., \$750K from an ITES customer and \$500K from a large PSU Bank

Sales Client Principal - Software Consulting Services

Hewlett Packard Enterprise

Nov 2011 - Dec 2012 (1 year 2 months)

Managed strategic accounts and SI Partners – responsible to identify, qualify, pursue and close significant consulting and software services engagements.

Accounts Managed: Comviva, BSNL, CRIS, IRCTC, ONGC, CBDT, PNB, Genpact



Account Manager

CA Technologies

Jul 2007 - Nov 2011 (4 years 5 months)

Led sales in strategic accounts for full set of CA products offerings in IT Infrastructure Monitoring, IT Service Management, Project and Portfolio Management, Workload Automation, Governance Risk & Compliance, Advanced Authentication, Cloud Security, Identity Management & Governance, Information Protection & Control, Privileged User Management and Web Access Management & Federated Identities

Responsible for achieving full quota and be instrumental to influence the RFP.

Comprehensive management of Bids through SI partners for business acquisition.

Managed Alliances relationships with SI partners WIPRO, HCL, TCS, Infosys

Managed Strategic Accounts such as: PNB, OBC, J&K Bank, Allahabad Bank, Canara HSBC, GE Money, AVIVA, MetLife, Bharti Airtel, Aircel, ERICSSON, Nokia Siemens, Comviva, Genpact, EXL, Wipro BPO, DAKSH, E&Y

Accomplishment:

- Won the largest Web Access Management/Security deal \$750K – ITES Leader
- Won a large software license deal from Bharti Airtel. Deal Size: \$ 750K
- Managed Annual Software License Sale Targets: \$1M – \$2.5M



Account Manager

Dell EMC

Sep 2006 - Jul 2007 (11 months)

Managed large accounts, high level relationships with Customer Organizations primarily in Corporate, Enterprise, PSU and Government. Responsible for New Business Development.

Responsible for Backup and Data De-Duplication Software Sales



Sales Manager

Tata Consultancy Services

Jan 2004 - Sep 2006 (2 years 9 months)

Regional Sales – IT Security Practice. Responsible to sell Public Key Infrastructure, smart card and encryption technology, in addition to Information Risk Management & Security Solutions comprising of Information and Event Management tools, positioning it with key BFSI, Enterprise and Government customers of TCS.

Managed several key accounts such as PNB, OBC, Ministry of Corporate Affairs, Ministry of Communication & IT (NIC, CERT-in), Ministry of Railways, Defense Ministry, DRDO, WEBEL, SAIL, ONGC, GAIL, BHEL, IRCON, IRCTC etc



Business Development Manager

Axis Software Private Limited

Apr 2001 - Feb 2004 (2 years 11 months)

My responsibility was to lead sales for Digital Security, Authentication & Risk Management Product Solutions comprising of biometric authentication solutions.

Education



Symbiosis Institute of Computer Studies and Research

Master's Degree, MARKETING, COMPUTER MANAGEMENT, IT

1999 - 2001



Bangalore University

Bachelor Degree, BUSINESS MANAGEMENT, MARKETING

1995 - 1998