

- I am Global Sales & Marketing strategist in a Sales, New Business Development in a Cross-functional Team Leadership role in the Software technology industry experience.
- I have over 18 years of experience in driving Revenue, Customer Satisfaction, Contract & Vendor Relationships, consistently exceeding targets, and have successfully grown & transformed the B2B business portfolios of over \$100 Mn. I am an analytical and results-driven professional and pride in setting smooth Sales Process.
- Technology solutions need conversations and engagement. My approach is to build a story around customer business so they can relate it, for digital transformation solution adoption. I am a confident Communicator, a Presenter, and an excellent Listener.
- Design Thinking Practitioner & Enabler and a Growth Hacker. Have helped 5 startups to adopt Design Strategies to define Business Models.

QUALIFICATIONS SUMMARY

- Over the last 9-10 years, solved customer pain with new-age technologies. Have been delivering solutions for creating smart operations, enhancing productivity, automating the process, increasing efficiency, and reducing the total cost of ownership for my customers.
- Strong C-Level connectivity. Experienced in working together with more than 100 CXOs of companies across various persona and business teams and building credibility while managing relationships.
- Proven expertise developing and implementing CRM, Business Planning, Sales Operation, People Management, variable compensation, Revenue reporting, Forecasting, and sales force automation systems/tools. Hands-on experience in a high-growth technological firm.
- Demonstrate sound business acumen, a proven capacity to influence others, strong analytical & technical skills, and a track record of accepting responsibility and leadership. Led quickly growing and retaining top talent, including attracting, hiring, and recruiting.
- I have a deep understanding of diverse industries from BFSI, CPG, Manufacturing, Retail, Constructions, Logistics, and Transportation, covering markets like India, MEA, SAARC APAC & ASEAN regions.
- I have led multiple cross-functional and virtual teams (60+) to develop and deliver strong results by injecting positivity, empowerment, empathy, advocacy, accountability, and leadership from the front while improving processes. I place my emphasis on ensuring that customer success can only be matched by delivering growth, building a high-performance culture, and creating value across all stakeholder relationships.
- Evangelist with a lot of partner management experience in identifying, forming, and managing strategic partnerships.

PROFESSIONAL EXPERIENCE

DXSolution Advisor Business Solutions Consultant

Oct 2020 – Present

Digital Technologies is what I love and am extremely passionate about. My playground is Manufacturing, Logistics & Supply Chain, Retail, Construction, Automotive, and BFSI.

- A start-up born on emerging technologies solutions. Managing Strategic Partnerships (10+), leading business planning, defining digital marketing strategies to increase awareness by 20-30% MoM with the right marketing communications.
- Customer-facing, managing stakeholders and relationship management is my value-based sale approach. Maintaining a healthy funnel and driving revenue of USD 2.5M (₹ 200M) for new business development.
- Closed a deal of Value INR 100 Cr (\$14 M) to enhance the experience and help a retailer to merge O2O.
- Instrumented, ideated, and conceptualized solutions around AR, RPA to increase business by 25% leading to revenue of 100 K USD in 9 months.

Global Channel Resources Sales and Strategy Director

Jan 2019 – Oct 2020

- Working with clients, developing smart factories, improving productivity, and automating processes using IoT, Industry 4.0, RPA, AI & ML, etc. Managing sales and presales teams of 17. Solve complex problems, define ROI, and improve product development and process improvement with an innovative solution that facilitates team collaboration, resolutions, and quick resolutions through creative thinking, market research, and customer collaboration. Revenue of \$5M, GTM, Sales operation & strategy, Relationship building, Stakeholder management with clear communication and complete ownership
- Define ROI matrix for a complex solution, sharing best practices, ensuring healthy funnel led to 20-25% deal closure with a GP of 30-35%.
- Spearheaded one of the most complex business models and successfully led to uninterrupted revenue of \$3.5 Million from 1,000+ Resellers and direct to the customer.
- Team management of 17 from Sales, Marketing, Product Managers, Pre-sales in a start-up with excellent problem-solving skills. Responsible for KPIs and growth plan.
- Grew the business 100X in FY 20 by setting up & executing a strong customer-focused digital marketing and communication with product marketing, Sales Process that is focused on Customer Satisfaction with continuous Process Improvement.

Genuus Brand Advisory

Jan 2018 – Dec 2018

Business Head - Marketing Cloud & Technologies

Working with CMOs to help them realize the impact their spending has on revenue. I enabled marketers & publishers across B2C & B2B to unlock the value of their marketing budgets by leveraging the power of data & Insights, Marketing Analytics & attribution, Personalization, Marketing automation.

- Setup the sales process for new business development leading to a 25% increase in customer acquisition resulted in 10+ new customers from Retail, BFSI, CPG, for a marketing cloud solution with revenue of \$0.5 M.

Checkpoint Systems

Dec 2014 – Dec 2017

Head Sales and Customer Management – MEA & APAC

Business development functions, managing revenue of \$20M YOY with GP of 25% including new product development and rollouts. Strategies business planning, in setting up a direct Sales Process model for MEA and Strategic Partnerships in APAC. Key account management, customer relationship development, contract negotiations & management, and order fulfilment & delivery. Manage P & L and budget responsibilities with apt forecasting. Develop a market for Alpha product range across the region, with mentoring 8 indirect sales managers.

- A client-facing role-crafted GTM plan for differentiated deals across service units for demand creation.
- Built multi-million-dollar pipeline and closed 10+ proactive strategic wins.
- Created a complete turnaround of under-performing indirect channel team and instituted individual accountability resulting in 50% revenue and 35% GP increase over the last three years for MEA.
- Instrumented and developed market for RFID and @Source solution for real-time visibility for Retailers and CPG with market size of more than \$100 M spread over more than 50 Top enterprises in MEA.
- Initiated RF/ RFID @source and conceptualized with an MEA Retailer resulting in a business with revenue of \$ 30 M and GP of 28%. The largest big order value of \$30 M from MEA Retailer for IOT RTLS Solution – Jan 2016
- Retailers, CPG, Logistics, and Manufacturing vertical focus with market size of more than \$100 M spread over more than 50 Top enterprises in MEA.
- Initiated RF/ RFID @source and conceptualized with an MEA Retailer resulting in a business with revenue of \$ 30 M and GP of 28%.

Previous Experience

- Head of Corporate Sales, Ample Technologies, Aug 2014 to Dec 2014
- Regional Manager –West & South and BDM India-Alpha, Checkpoint Systems, Mar 2012 to Jul 2014
- Regional Manager West & South, AGS Transact Technologies, Jan 2008 to Feb 2012
- Area Head, HCL Infosystems Ltd, Jul 2005 – Dec 2007)
- Business Manager, Network Solution, Oct 2002 – July 2005
- Regional Manager – West, Group 4 Securitas India Ltd, Sep 99- Sep 02

EDUCATION

MBA in Marketing from CSS University
Bachelor's in physics from CSS University

SKILL

• Sales & Business Planning, • Marketing Strategy, • GTM approach, • Digital Transformation Consulting, • Value-Based Selling & Consulting, • Sales Management, • New Business Development • Storytelling, • Relationship Building, • Profitability Management, • Vendor Management, • Strategic Alliances & Partnership, • Product Management, • Problem Solving, •SaaS Sales, •B2B, • Start-ups, •Business Operations, • Pre-sales • Coaching, • Mentoring, • Lead from front

SOLUTION KNOWLEDGE

•IoT Solution, •SaaS Solutions, •Cloud Solutions, •Industry 4.0, •Ai/ ML, RPA, •Marketing Cloud, •Enterprise Content Management, •AR Based Solution, •Retail IoT