

# SACHIN TIWARI

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## Profile Synopsis:

- ◆ MBA (Marketing) with two decades of India & International experience with reputed organizations
- ◆ Specialties: Strategy, Business Development, Partnership & Alliances, Loyalty solutions, Corporate & Retail Sales, Account Management, Channel Management and Team Management. Sunrise industry experience
- ◆ A long-term player with successful track record of developing win-win partnerships with stakeholders
- ◆ Having excellent relationship management skills with good presentation & communication skills

## Professional Experience:

❖ **Reliance Retail Ltd** Aug 2020 – till date Mumbai, India

**Assistant Vice President – JioMart Digital**

[www.relianceretail.com](http://www.relianceretail.com)

Reliance is India's largest consumer conglomerate in digital, telecom and retail. I am part of newly set up 'New Commerce' team, working on building India's largest hyper-local commerce play under brand 'JioMart' disrupting India's electronics business by building omnichannel format by onboarding over 2 lakh retailers pan-India.

### Responsibilities:

- Core team member to launch electronics arm under Jio bouquet – JioMart *Digital*
- Develop merchant and customer value propositions under JioMart business model
- Build channel and customer communication framework across participating formats
- Demand generation strategy and execution for across formats operating under JioMart *Digital*
- Evaluation and onboarding of 3rd party agencies to support marketing activities
- Store sales operations and on-boarding coordination for thousands of stores across country

### Achievements:

- Supported successful launch of more than 60k general trade stores. Target – 200k
- Successful coordination with stakeholders for all participating formats (JP, MJS, SP, GT)
- Introduced sales aids like virtual assistant and digital media for communication dissemination

❖ **Jio Platforms Ltd** Mar 2017 – July 2020 Mumbai, India

**Assistant Vice President – BD & Partnerships**

[www.jio.com](http://www.jio.com)

Jio is the world's largest mobile data network with over 400 million subscribers today. Jio acquired Aimia's Nectar business in India to build the world's largest customer engagement and commerce platform – JioPrime. I moved from Aimia to Jio as a core team member to build JioPrime, engaging hundreds of millions of customers from all consumer facing businesses of Reliance group

### Responsibilities:

- Business planning, strategy and development initiatives of the new business vertical
- Lead business development activities of group wide customer engagement platform for JioPrime
- Strategic Partnerships and Alliances across categories for JioPrime offerings
- Internal and external partner value proposition, commercials, agreement and onboarding
- Key partner relationship management and revenue enhancement activities
- Product, Pricing and Content monetization via digital assets (games, affiliate commerce)

### Achievements:

- Used JioPrime platform as a service to leverage customer relationships across Reliance's businesses
- Secured exclusive commercials from partners across categories for JioPrime participation
- Lead customer engagement initiatives within Reliance group (IPL, JWC, JioBP, JPB, SBI)

❖ <b>AIMIA Inc.</b>	May 2012 – Feb 2017	Mumbai, India
	Jan 2011 – Apr 2012	Jakarta, Indonesia

**Director Business Development**

[www.aimia.com](http://www.aimia.com)

AIMIA was the world's largest data-driven marketing & loyalty analytics company. I joined in Indonesia & moved to India

**Responsibilities:**

- Strategy: Member of Aimia's strategic core team supporting India business
- Business Development for coalition and proprietary business across verticals
- Partnerships and affiliations to fetch deals for coalition and proprietary businesses
- Partner management: With key account within Company's portfolio

❖ <b>Payback India (American Express, BharatPe)</b>	Dec 2006 – Dec 2010	Mumbai, India
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**Sr. AVP & Country Head – Partnerships**

[www.payback.in](http://www.payback.in)

**Responsibilities:**

- Build and develop Sales Organization (partner acquisition and relationship management team)
- New Partner Acquisitions – for coalition loyalty program across country
- Sales: Co-branded cards, retail cards and specialized premium Payback cards
- Relationship management: With key national partners & preferred participants

❖ <b>Tata Communications (fka VSNL)</b>	Apr 2003 – Dec 2006	Bangalore, India
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**Head- Sales Operations**

[www.tatacommunications.com](http://www.tatacommunications.com)

**Responsibilities:**

- Achievement of Revenue in terms of Primary and secondary targets for the region
- Achievement of Customer acquisitions for Karnataka for Tata Indicom Broadband & Total Internet
- Establishment of Reseller and Distribution channel for Tata Indicom Broadband services

❖ <b>SIFY Limited</b>	Oct 2002 – Apr 2003	Pune Region
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**Sales Manager – Access Media (Internet Sales)**

[www.sifycorp.com](http://www.sifycorp.com)

**Responsibilities:**

- Achieve targets for the sale of SIFY, internet access products the territory
- Responsible for the Primary Sales to the Service Partners of Sify including node operations
- To promote and bring out the sales for Sify 'Way2Talk' – Internet telephony Cards

❖ <b>City Online Internet Ltd</b>	Oct 1999 – Sep 2002	Hyderabad & Bangalore
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**Manager – Corporate Sales**

[www.cityonlines.com](http://www.cityonlines.com)

**Responsibilities:**

- Responsible for sales of Internet Access, Solution Sales, Projects and Web Development
- Sales of wire-line or RF Wireless Link, Dial-up, VOIP solutions & Satellite Services
- Total post-sales activities and Customer Relationship Management

**Academic Profile:**

**M.B.A.** (Marketing) from S.R.T.M University (1997-99) with distinction and First Rank in the University

**B.S.L.** (Bachelor of Social Legislation), 3 years of 5-year integrated Law Course in July 1997, from Dr. B.A.M. University, Aurangabad, India. Pursuing **LL.B.** from Mumbai University. **EEP** certification course from IIM-B in 2014

**Personal Details:**

DOB: 13 October 1976 | Married to Sonia. Daughter Nidhi is 17 | Languages: English, Hindi, Kannada & Marathi

**Interests:** Traveling, Cars, Bollywood music, Spirituality, Education, Networking