



Result-driven, Sales-sensei & Relationship maestro

- Entrepreneurial mind & business-management skills
- Drives revenue, market share and profit performance
- Clear, strategic sales vision, effectively training & coaching teams
- Cultivates excellent relationships with new prospects & customers

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PROFILE HIGHLIGHTS

Entrepreneurial minded, global business leader with 28 years in products, solutions & SaaS business in USA, EU, A-Pac, & India

Experienced technology business executive with extensive record in revenue growth & customer acquisition for B2B solutions, products & SaaS applications

Success record of taking start-up, turnaround & high-growth companies to new heights with a hands-on approach & business innovation

Hands on inclusive leader with the ability to come up to speed quickly with excellence in strategy2execution, team building and business growth

Industry Exp - Media & Pub, Telecom, Education, Design & Engineering, SaaS, Retail & CPG, Pharma, Life Science, eCommerce, Hospitality, Automotive

Expertise in progressive concepts regarding sales forecasting & forensics, personalized messaging, sales enablement, campaigns, CX, CJ & sales velocity

AWARDS & RECOGNITION

- Grand Prix des Etudes de Marketing – 2002
- Malcolm Baldrige Award for innovation in Quality – 1990
- "Esquire Manager of the Year Award" for Innovation – 2010
- Product & Process Innovation – New Trends 2005
- Solution Innovation Award - BI and Analytics - ITAA 2019

EDUCATION & TRAINING

Post-Grad in Comp Science & Business Mgmt - Stanford Univ, USA

Systems and Advance Computing - Cal Univ, India

Member – Assn. of Project Management Professional

XEROX - T&D and HR Process Specialization Expert

Six Sigma, TQM, CRM & CX/CJ, OKR

Functional training in SAP NetWeaver & Agile + DevOps

INTERESTS

- Public Speaking
- NLP
- Painting & Sculpture
- Team Dynamics
- Ancient Technologies
- Brain Mapping
- Cool Gadgets
- Training & Development

SKILLS

Strategy, Growth, Turnaround & Change Mgmt.

P&L, Revenue Plan, Budgeting, Forecasting

KAM. ABM, Demand Gen.

SaaS: ARR, ARPA, NPS & CLV : CAC

Strategic & Tactical Planning

Opportunity Development, Client Acquisition

Target Marketing & Penetration

Sales Team Training/ Supervision

Sales Presentations, Contract Negotiations

CAPABILITIES

Strategy & execution for global marketing, business dev and sales of products & solutions in competitive verticals.

Innovative integration of sales, BD, KAM, digital marketing, sales forensics, data & analytics for growth.

Maximizes performance & productivity thru' customer experience metrics, people mgmt., KVs & OKR.

Planning & building forecasting thru analytical business techniques, sales strategies, market research, competition.

Demonstrates self-motivation, perseverance, and the creativity to achieve both personal and corporate goals.

Exceptional communicator with consultative style, strong in negotiation, problem-solving skills, need assess aptitude.

Competent in hiring key sales personnel, and proficient in a proven talent mgmt. process to attract & retain teams.

Adept at customer acquisition by providing an efficient decision-making exp to customers from discovery to SOW.

Outstanding success in building cadence with key decision-makers and large volume accounts for client retention.

CAREER OUTLINE

Reverse Chronological Order

ROLE

CONTRIBUTIONS

SMS MAGIC & KRISH TECHNOLOGYS **Sr Vice President & CBO AUG 2020 TO Present**

Saibal plays a key role by acting as an anchor, working with various teams by driving the efficiency in return of investments for all the business and operations initiatives. Apart from owning the Bus Op, led a group of BI Specialists, Analytical Brains, Solution Experts, CRM Champions, Customer Managers & Op Groups.

- Translate strategy to execution by working on cross functional plans
- Planning, forecasting & creating processes across S&M, Eng., & CS
- Create new outreach strategies for product & services for SaaS biz
- Have led the growth of company aligned with strategy & AOP
- Partnered with Bus, Ops, & Eng., F&A to create execution plans
- Thru' CoEs & OKR built team performance & productivity globally

ANALYTIX BUSINESS SOLUTIONS **COO SEP 2018 TO AUG 2020**

Focused on Technology, Operations, Business & Revenue Growth and on the Strategic, longer-term goals the company would traverse. He believes in transparent inclusive leadership style to enable & not control, communicate & not instruct, innovate, and initiate with fresh thoughts to lead & achieve together.

- Revenue, delivery & ops for the flagship SaaS product "Insight360"
- Create team, process, tools - growth, performance & efficiency
- Identify tools, technology, processes to build efficient SaaS products
- Re-created the flagship SaaS product Insight360 for global alignment
- Developed growth strategies and implemented Go-To-Market Plans
- Maximized efficiency of product reach thru Prod mgmt. & ABM

ADAMETRIC TECHNOLOGIES **CEO & GLOBAL BUSINESS HEAD AUG 2014 TO JAN 2017**

Saibal contributed to building the business, realize the vision, push performance improvement whilst at the same time delivering growth and managing high-growth & turn-around challenges. Utilizing his vast experience as SBU and Company Head, he ensured that clear objectives and expectations were delivered & maintained.

- Provide leadership to teams globally & meet group business plan
- Captive & SBU mgmt., Delivery Ops, Talent creation & retention
- Build vertical & solution focused offerings across multiple industries
- Built the start-up organization to \$ 20 M and 330 people in 3 years
- Initiated new biz opportunity in Media, Digital, Design & Products
- Successfully directed team & resources, to achieve P&L for 3 SBUs

PYRAMID CONSULTING INC **SR. VICE PRESIDENT SEP 2012 TO MAR 2014**

Created faster growth & turnaround in the Global Solutions Group managing global biz & SBUs & effectively, raised average revenue per customer by 35%. With the innovative practices of the digital media, institutionalized "Integrated Marketing" and "Customer Centric Messaging" aligning business goals and client relationship.

- Identifying new markets, new customers vis-a-vis biz strategy
- Develop plans/strategy and manage P&L of SBU
- Management of multifunctional team across geographies
- Fostered growth & profit in SBUs managing business of \$ 80 M
- Solutions for verticals: Media & Pub, Healthcare, Analytics, Retail
- Created a skilled team of business & Engineering for biz excellence

GATEWAY TECH GROUP **CEO & SBU HEAD AUG 2009 TO MAR 2012**

As a CEO and SBU Head, Saibal was responsible for sales, marketing, operations, planning & strategies for IT solutions business, delivery management, revenue and P&L. The emphasis was on new business acquisition & key accounts, manage global business teams & SBUs as profit units in India & USA, Europe

- Sales, marketing, operations, delivery & plan for IT solutions
- Create innovative solutions on SaaS, Digi-Commerce, Pub & Media
- Lead the SBUs with global resources, ops, metrics & P&L success
- Worked with: Reed, McGraw, Xenatus, WellMed, AmHealth, La Salle
- Built teams & operations to grow from \$ 40 M to \$ 75 M in 2 yrs
- Built "location-independent" ops mgmt. reducing cost by over 30%

CAREER OUTLINE

Reverse Chronological Order

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ROLE

CONTRIBUTIONS

NOVA TECHNOLOGIES (a div of John Fowler) CEO APRIL 2003 TO JUNE 2009

Managed people, processes, finance, P&L and metrics driven operational management. Established company's position across USA, & Asia Pacific by Identified new markets, acquired new customers in line with offerings/solutions.

- Grow the global Technology, Media & Communication bus globally
- Unite marketing, HR, sales & ops for business consolidation
- Build quick growth initiatives for operations & P&L target
- Created a consistent growth trend of revenue & CAGR at about 45%.
- Acquired large global clients like Virgin, Turner, Time Warner, Verizon
- Managed SBU, S&M & delivery ops to grow productivity by 60%

SONATA SOFTWARE VICE PRESIDENT JUN 1998 TO JAN 2003

Participated in organization building as a key member of the Senior Management Team thru' corporate decision-making processes. Led global business and revenue generation for new markets in Europe and Asia Pacific while managing a key SBU on ERP plus other products & BTM business in specific verticals.

- Manage SBU & BTM in EAI, Product Engg, Publishing, Media, CPG
- institutionalize pre-sales & KAM strategies for hi-potential clients
- Manage corporate communication, product launch & media globally
- Drove \$ 30 M biz in Europe & \$ 50 M biz in Americas in 2001
- Established SBU in Product Engineering, Publishing & Media, ERP
- Created global market leading products like SCALA and EPICOR

PCL MINDWARE GENERAL MANAGER AUG 1993 TO MAY 1998

Pursued Consulting and Project business opportunities in new markets in Europe and ANZ and provide marketing & business support to subsidiaries and sales teams globally. building Legacy and Enterprise vertical globally, develop strategies & plans for technology business as part of the core Enterprise Business Team.

- Build business in new markets in Europe, Asia Pac and ANZ
- Marketing & Biz Support to subsidiaries & global business Offices
- Lead a 180 team Legacy & ASIC/Eng. SBU as Business Ops Head
- Established company in Europe in 1995 with annual Biz of US \$ 20 M
- Dev A-Pac & ANZ adding clients: NEC, Toshiba, NTT, SingTel, Qantas
- Built ASIC biz on Harvard & Von Neumann Arch, MC, Memory Blocks

XEROX CORP DEPUTY GENERAL MANAGER - SBD AUG 1988 TO JUN 1993

Created faster growth & turnaround in the Global Solutions Group managing global biz & SBUs & effectively, raised average revenue per customer by 35%. With the innovative practices of the digital media, institutionalized "Integrated Marketing" and "Customer Centric Messaging" aligning business goals and client relationship.

- Plans, strategy & growth for a new range of products
- Establish & manage new SBU - SBD (IT & EIS) as P&L Head
- Manage & operate Design, IT & Software Captive Centre
- Successfully led a team of 400 in Ops, Delivery S&M, Products
- Created offshore team - Engg. Design & Enterprise solution
- Identified & established 3 new market-leading products & solutions

PORTFOLIO OF ENGAGEMENT A Select List of Customer Solutions

- Dual shore product engineering for Amdocs, Ariba, Scala, MFG-Pro
- Export Management for Global Logistics
- Enterprise Solution for Capstan
- e-Clinical Integration for Amgen
- BI & Analytics for Network Appliance, Orange, & Barclay
- Data Warehouse & Reporting/Analytics System for La Salle
- Enterprise applications for American Pres Lines
- Retail & eCommerce for Marks & Spencer's & Orient-Swiss
- Publishing & Digital Sols. for McGraw-Hill, Pearson, El Sevier, CUP
- 360° Customer View for HP's Imaging & Printing Group
- EAI & CRM+BI Solution for Kia Motors
- Passenger information interface for NJT & London Railroads

KEY ACHIEVEMENTS

Helped acquire marquee clients: Macy's, Home-Depot, Witron, Communicorp, Time Warner, Amgen, M&S, TNT and many more

Created online and digital campaigns, integrated with CRM and Website for ease of lead capture, deal tracking, and campaign ROI

Integrated multiple business development tactics to develop new prospects, lead nurturing, CX, CJ increasing customer base by 80%

Developed pricing strategies, balancing company objectives and customer satisfaction in competitive SaaS market environment

Created 3 & 5 yr. Strategic Biz Plans for Sonata, Mindware, Nova Tech, Adametric to improve Revenue Reach by 90%

Implemented CRM thru a process of abstraction of the underlying functionality and process and enabling app aligned with business need

Developed Asia Pac and ANZ and added clients: NEC, Toshiba, Hitachi, NTT, Sing Tel, Qantas, DELL, QLOGIC, SanDisk

Created new LOBs on Analytics, Design & Digi-transformation, AR/VR, CX management for global business expansion

Built & mentored a top-notch digital team to optimize new business growth, maximize **CLTV** for several eCommerce B2B SaaS products

Online marketing productivity result: increased site visitors by 45%, reduced CAC by 50% and increased conversion ratio by 35%

Optimized forecasting thru' segmentation, analytics, CX Mapping & Personalization - 40% plan accuracy & 30% ROI

In Sonata & Mindware Managed 4 major SBUs, lead and built 2 new captive centres and people resources with Rev & P&L

Acquired one of the largest single IT order from Telecom Italia for PCL Mindware worth \$ 29.6M

Developed 3 & 5 yr. Strategic Biz Plans for Sonata, Mindware, Nova Tech, Adametric to improve Revenue Reach by 90%

Optimized forecasting thru' segmentation, analytics, CX Mapping & Personalization - 40% plan accuracy & 30% ROI

Targeted and penetrated a competitive market: Sold to key corp. accounts & converted customers from competitors' services.

Established relationships within Fortune 500 companies and guided sales teams to generate \$ 6M recurring annual revenue.

Orchestrated successful promotional campaigns, including a special offer that penetrated market territory by 6% in one day

- SALES & REVENUE COMPETENCIES

Synchronizing execution and planning of leading teams, driving revenue growth and sales strategy

CRO Outlook: Develops & drives the revenue strategy to meet revenue goals, and ensures the strategy aligns with organization's mission and goals.

Productivity: Measurement and analysis of sales and marketing productivity across the entire revenue cycle.

Account Management: Brings a unified view of customer interactions across global Key Customers to put strategies, tools, & processes for optimal growth.

Metrics & Perf: Leader with efficient & effective metrics driven reporting and a role model by setting high standards through personal performance & actions.

Sales Acceleration: Implements plans to create demand & achieve revenue results on targeted revenue streams and across LOBs and product streams

Result-oriented: Entrepreneurial mind with roll-up-the-sleeves work ethic; pragmatic, committed to continuous improvement, managing ambiguity & change.

Pipeline Management: Monitors pipelines of each revenue stream to determine the level of risks & adjustments necessary to accelerate revenue.

Marketing Alignment: Implements marketing initiatives that support the Revenue Acceleration Plan effectively with all outreach plan & client types to reach outcome.

Sales Innovation: Innovator in Sales Forensics, Sales Enablement, Outcome Mgmt, Lead Nurturing & Scoring. Expert in SaaS ARR, ARPA, ARPU, CLV, S&M Analytics.

Sales Presentation: A skilled presenter and public speaker with over 28 years of briefings to global clients, press, analysts, user groups and conferences.

Credible Personality: Unquestionable integrity, credibility, result driven & with high standards of moral and ethical behavior.

Positioning & Messaging: Reaches target industries thru' high-impact internal & customer-facing assets communicating unique value proposition.

GTM Skills: Creates comprehensive Go-to-Market Plans with an analytical eye on biz goals, growth & profit & budgets to measure biz initiative with ROI focus.

Channel Skills: Crafts & implements channel strategies to meet revenue quota, develops/maintains partner relationships, negotiating contracts and growth plans.

Team Leadership: Strong team-building skills; ability to gain consensus and motivate a diverse team of managers and executives