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Summary

16+ Years of successful entrepreneurial and leadership experience in managing P&L for business unit in large enterprise & start-ups. Experience encompasses roles in Sales, Marketing (Online & Offline), Business development & strategy to catalyze growth, penetrate market and build enterprise connect in sectors like – SaaS, Internet Technologies, E-commerce, IT services and Media house. Demonstrated strength in starting companies and business unit from scratch. Hands on in Sales & marketing, revenue growth, business strategy, GTM strategy, managing cross functional team, maintaining CXO relationships, deep ecosystem network, fund raise and investor relation.

Experience



Founder | CEO

JUJOI (www.jujoi.com)

Aug 2018 – Feb 2021 (2 years 7 months)

Founded B2B and B2C e-commerce portal known as www.jujoi.com. This was a curated marketplace (e-commerce) for all sustainable technologies and products across India.

Onboarded more than 55 technologies across 1650 different products into air & water purification & generation. More than 250 manufacturer and 400 distributors were listed in a span of 24 months. Made 20X (topline) growth in just 18 months with more than 18 large enterprise customers and around 2500 individual customers. Managed a GMV of 7cr with 25% OPM.

As founding CEO, I handled the business and marketing part of the e-commerce portal along with lean team and spearheaded - product onboarding, supplier onboarding, technology research, technology onboarding, customer acquisition, marketing (both online & offline), B2B (large customer) sales, Government liaising, product delivery, logistics, product maintenance and servicing, market penetration and growth.



Chief Business Officer

Wedyut (www.wedyut.com)

April 2018 - Jul 2018 (4 months)

Responsible for setting up the e-commerce start-up "www.wedyut.com" for niche electronic goods and a separate B2B division on dealership model for air and water purification devices.

Setting up the B2B & B2C sales process along with team hiring. Evaluate and propose key investment in people, technology, infrastructure, sales, marketing and business development.

Instrumental in increasing the GMV from 4cr to 6cr in a span of 4 months with 50% increase in revenue and 40% increase in sales by volume. Single handedly brought in larger clients in water purification segments ITC Grand Bharat and Sheraton, Delhi. 100% increase in revenue from enterprise sales. Build great enterprise connect. Set up the sales team, incentive structure, targets, appraisal policy, and pricing for B2B domain.

Preparing and execution of both online and offline marketing plan. BTL campaigns, hyperlocal events, roadshows, direct meet, CSR tie ups, seminars, media management (radio and magazine) were executed. Supervised and conceptualized all collateral development including banners, posters, backdrop, pamphlets, and brochure. Online marketing includes - FB and Insta Ad campaigns, Google AdWords, SEO, content marketing – blogs etc.



Vice President – Sales & Business Strategy

Vakilsearch (www.vakilsearch.com)

July 2016 - Mar 2018 (1 year 9 months)

Conceptualized India's 1st B2B Legal SaaS product for lawyers. Headed sales and customer success team for the same. Managed overall P&L, spearheaded sales, business development, marketing and customer engagement. Managed a 56-member cross functional team with 42 direct and 12 indirect reportee.

Provided 100X growth in the SaaS product in a short span of 21 months with 5800 paid subscriber and 7500 registered lawyers and maintain an ARPU of 6000/- per annum. Reached an annual top line of 3.5 cr maintaining MOM growth of 40%. Acquired India's 4 largest Law firms and enterprises as our customers. Combined efforts helped us to raise \$500,000 funding from Kalaari Capital.

Executed sales strategy, team hiring & structure, GTM and overall business strategy. Forged strategic partnerships with 5 High court & 10 district courts for customer acquisition. Led the partnership with India's largest Judgment journal publishing company. Supervised all ATL & BTL marketing campaigns including – canopy, seminars, brochure distribution, one on one interaction with lawyers etc. Executed ATL strategy through radio and print. Implementing effective Communication and Customer Success Strategy.

Set up the lead generation and inside sales team. Strategize the online marketing and content strategy and coordinating with digital media agencies to drive traffic. Hand on with suite of product like hootsuite, hubspot, mailchimp and mixpanel etc.



Assistant General Manager

HT Media Ltd (www.shine.com)

Jul 2012 - Jun 2016 (4 years)

Headed the Enterprise & Government Vertical within the organization for promoting recruitment SaaS product and providing online recruitment related consultancy services to large enterprise, SMEs, PSUs, autonomous bodies, ministries, UN bodies, state government and central government.

Lead Sales & BD and acted as business head and managed P&L for Enterprise & Government vertical. Instrumental in providing growth of 50% YOY for both segments. Responsible for achieving AOP targets.

Assisted in product conceptualization and development, operations & service delivery. Cross functional collaboration with legal and finance team. Prepare annual sales plans and budgets and continuous monitoring and tracking the progress – weekly, monthly, quarterly and annual basis. Taking corrective measure and innovative ideas for pivots.

Personally, managed large enterprise and government accounts. Build and maintain healthy enterprise relationships with more than 60 larger tech giants in Delhi/NCR region. Ideation and activation of events like – Conclave, Job fairs etc. Formulate product bundle and pricing for both the segment. Maintain relation with some of the largest System Integrators of the country to promote the bundled product offering.



Marketing Head

Neutrino IT Technologies (P) Limited

Jun 2011 - Jul 2012 (1 year 2 months)

Led the formulation of Sales & Marketing strategy for Neutrino IT Technologies, which was an IT services company.

Hiring sales team, allocation of targets, targeting customer profile, finalizing pricing, payment terms etc for two of its flagship product SKOOLERP & UNIERP. Led enterprise sales for custom ERP along with the founder. Connected to more than 200 enterprises was able to generate revenue of 80 lacs in a short span. Headed the lead gen and online marketing campaign, comprising of SEO/SMM/SEM/PPC/PPM, banner ads, campaign management, viral marketing for major clients in education and real estate segment. Also led the team in offline marketing – marketing mix, connection with media agencies, marketing channel identification, media spent, creative inputs and budgets.

Initiate international collaboration in US/Canada/Australia/Middle East for product penetration in untouched markets. Identification of market share, profitability, competitor analysis, GAP analysis. Spearheading internal and external communication. Lead the Larger IT Services project in Government like Police ERP & CCTNS etc, on individual basis.



Deputy General Manager

RNIS COLLEGE OF INSURANCE

Aug 2007 - May 2011 (3 years 10 months)

Looking after the entire marketing and sales for Education Initiative of RNIS Group in the areas of Clinical Research, Financial Planning, Insurance & Banking.

Lead the formulation of Online Marketing Budgets and plan, spanning Content creation, SEO, SMM, SEM, SMO, guerilla marketing, lead generation through display networks. Managed offline marketing campaigns including identification and coordinating with Media and PR agencies for newspaper ads and radio advertisement.

Fabricating the Incentive structure, KRAs and KPIs for Sales Team and Marketing Partners. Liaising with various colleges, government bodies and other corporate to identify other areas of expansion in education and training.



State Head (Delhi & Uttarakhand)

Everonn Education Limited

Apr 2004 - Jul 2007 (3 years 4 months)

Initiated Sales for Everonn Education Ltd. by installing “i-school” concept in various schools across Delhi and Uttarakhand state. School identification, concept selling and monitor installation.

Recruitment of relationship manager for both the region. Training, guiding and mentoring them to achieve sales target. Delivering live demonstration at school for creating awareness. Streamline

participation in multiple educational events. Regional office set up in Uttarakhand.

Coordination with the IT installation team for setting up the entire infrastructure for i-school concept for each onboarded school. Finally tracking the after sales service for each school.

Education



Indian Institute of Management, Calcutta

EPYP, Marketing & Finance

2007 - 2008



Indira Gandhi National Open University

BIT & HND (dual degree) Information Technology

1999 - 2003

Licenses & Certifications



Six Sigma Trained professional - Indian Statistical Institute, Kolkata



StartUp India Learning Program - Invest India

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Core skill

Business Development • Sales • Marketing • Business Incubation • Key Account Management • Team Management • Sales strategy • Sales funnel • Sales pipeline • Business Strategy • New Business Development • Marketing Strategy • Market Research • Media planning • Media management • Client relationship • CXO relationship • Channel partner marketing • SaaS • Enterprise sales • industry connect • Customer success • Retail sales • B2B Sales • Fund raising • Investor relation • Startup • Founder • Deal sourcing • Relationship Management • Market growth • Entrepreneur • GTM Strategy • Online marketing • Offline Marketing • Strategic partnership • Market Access • Business mentorship • CRM • Product launch • Lead generation • E-commerce • International Marketing • Digital marketing • Key Account Management • Marketing Communication • P&L Management

Technical skill

Proficiency in MS word | MS excel | PPT

Language Proficiency

English | Hindi | Bengali

Personal Interest

Ideating startups | watching movies | reading books | Trekking and travelling | Foodie