

Anupam Singh

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An ex-Entrepreneur and growth hacker, with expertise in Relationship Management, Channel Sales and P&L Management. Led initiatives to research and analyze market and competitive information for developing strategies for account growth.

- Channel Sales and Revenue Management
- Business Development and Corporate Strategy
- Presales Engagement (RFPs/RFIs) and Digital Marketing Management

Skills and Strength:

Expertise in Channel/Partnership and Solution Sales for SaaS products, with a keen focus on Business Development and Client Acquisition. Organizational Leadership, Strategy, Program management and consulting roles across various geographic locations, namely India, APAC - Singapore, Europe (Italy) and Mexico (Mexico City and Guadalajara).

Obvious Technology Inc., India Mar 2020 – Present **Director Sales**

Full stack sales expertise, with proven record in Direct/Indirect sales and road-mapping for Go-to-market strategy for AI, RPA and ML based solutions for Managed services practices, BPOs, Manufacturing, Retail, Pharma, BFSI and other Industries. Current revenue target, set for 2021 March, is \$2mio with focus on Intelligent Automation & Cognitive Automation product sales.

- Direct & Indirect sales (with more than 22 partners) in USA, India, Egypt, Saudi Arabia and other ROW regions
- Partner enablement & relationship management to leverage on opportunities of up/cross selling
- Cost-benefit analysis, proposal development and delivery for intelligent automation solutions
- Sales and revenue pipelining for new market entry, and product delivery for business use cases in automation

The Syndicate Tech-Fintech Startup, India July 2019 – Jan 2020 **Head International Sales & Partnerships**

Product Definition and road-mapping for the disruptive Mobile Money market. Advised the founders for the creation of partnerships and for business strategy for the LATAM, Africa and ASEAN regions.

- Managed 2 banking partners & 3 payment gateways to enable a digital wallet transaction having 100 transaction per second
- Business strategy for Telco + Digital financial services as mVAS services- Rev target \$1 mn
- Monetization of digital assets and creation of marketplace of services for the unbanked population- Revenue in India- 300 Cr Inr, Target 200 Cr, 2019-2020

OurStudyAdvisor- EduTech Startup, India Sept 2017 – July 2019 **Founder**

A common web portal consisting of a student ecosystem for counselling purposes. Helped as an advisor for the creation of partnerships and identifying counsellors for the program. Major involvement includes:

- Channel sales via collaborators & student agencies- 60% of lead generation & net revenue
- Ecosystem for students going for higher education in Europe and USA, Revenue -15k Euros, 2018-19
- Collaborative business model supporting the higher education marketplace- Base of 5000 global Universities

Deutsche Bank AG, Bangalore, India Feb 2016 – Sept 2017

Key Account Manager- Products

Client engagement and business solution management for major banking clients across E Commerce, Manufacturing and Aerospace. Realized several business propositions in Cash and Trade Management of more than \$2 mio.

- Marketing and Lead generation for NPD (New Product Development) offerings in Cash and Trade Finance segments- Revenue \$15mn, 2016-17
- Major clients- Bosch, \$12mn, ABB, Amazon, Flipkart, Profit \$1.2mn , 2016-17
- RFP/RFI creation and proposal for corporate MNC client mandates (Revenue >500cr)- 15 clients in portfolio

Dedagroup, Italy and Mexico, Sept 2013 – Jan 2016**International Manager- Solution Sales and Technology**

Provided expert advice for managing Product strategy and Business plan for foray into the Mexican and US market for Prepaid cards and Cooperative core Banking solutioning.

- Managed multiple relationships across card printing companies (Datacard, Minneapolis), financial institutions (Caja Oblatos, Caja Chihuahua etc) & financial regulatory (SAT & CNBV) bodies
- Managed Presale and marketing for \$2mn account with financial services offerings (PayDay loans/Prepaid Cards) for members of Credit Unions in USA and Mexico
- Formulation of Sales strategy for Core Banking solution with the goal of entry into the USA credit union market, strengthening of the Mexican service delivery model, thereby, creating a solid foundation for market entry into the high potential South American market- Revenue \$2.1mn 2014-15

Infosys Technologies Ltd, Bangalore, India, Mar 2011 - Jun 2012**Technology Solutions Analyst**

Worked towards the creation of the architecture for transition of a business from a service registration process to an automated process flow for the comfort and efficiency of operations for various stakeholders.

- Creation of client proposals for Finacle - core Banking, including RFP and RFQ as part of vertical market offering of Infosys- \$5mn revenue, \$1mn profit
- Responsible for managing a team for managing the internal marketing and Bid management process
- Worked from a commercial standpoint on technical projects in BFSI- Finacle, providing key insights into the Indian finance market

HCL Technologies Ltd, Delhi/Kolkata, India, Jun 2007 - Feb 2011**Lead Engineer**

Worked for the design, implementation, support and maintenance for online Banking and Ecommerce applications with clients like CitiBank and Microsoft.

- Built MIS application and automation process for account opening with CitiBank based on processing system able to support more than 2M transactions in a week
- Successfully implemented a robust client dashboard system for supporting 1mn users on the platform. Revenue generation from new account opening, of \$4mn in 2 months of product launch, in Singapore

Education:

- **Master in International Business (Majors: Sales/Marketing)** from SP Jain Institute of Management and Research, Mumbai and IESEG School of Management, Lille.
- **Bachelors in Technology (Computer Science & Engineering)** from RCC Institute of Information Technology (West Bengal University of Technology).

Languages: English, Hindi, Bengali, French (Intermediate), Italian (Advanced), Spanish (Advanced)