

SHREESHAIL. R. MUGALIKAR

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SENIOR B2B SALES & MARKETING MANAGEMENT PROFESSIONAL

A B2B Sales and Marketing Management Exec with 14+ years of experience & expertise in fast growth SaaS, Technology, Marketing & Advertising, and Media, I help organizations build the foundations for sales excellence to support sustainable revenue growth and continual improvement.

- Successfully grown rank Start-ups to over Millions in revenue within the first year & maintained over 100% AGR Year-over-Year(Y-O-Y) consistently over multiple engagements.
- Outlined and driven Customer Success & Satisfaction initiatives resulting in ~85% customer retention & increased revenue through account farming (up-selling & cross-selling) and repeat business.
- Built, mentored & managed multiple Sales (Account Executive) & Sales Development (double digit) teams across domains for tech & media companies targeting international markets (US, EMEA & APAC) over the years.

At the core, an analytical and a conceptual thinker effectively partnering with Business Owners to assess opportunities, facilitate strategic decisions, and drive successful implementations.

I'm passionate about sales & love the idea of growing, building and sustaining a business.

Core Competencies:

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| • <i>Revenue Generation & Growth</i> | • <i>Market Expansion & Territory Growth</i> |
| • <i>End-to End Sales & High Ticket Sales</i> | • <i>Go-To-Market (GTM)</i> |
| • <i>P&L (P/L) Management</i> | • <i>Strategic Sales Planning, Forecasting & Pipeline Management</i> |
| • <i>Sales Development & Sales Operations</i> | • <i>Content Creation & Syndication</i> |
| • <i>Prospecting, Lead Generation & Campaign Management</i> | • <i>Team Building & Mentoring</i> |
| • <i>Key Accounts Management (KAM) & Account Based Marketing (ABM)</i> | • <i>Customer Relationship Management (CRM) & Data Analysis</i> |
| • <i>Net New Sales & Account Farming</i> | • <i>Customer Success & Retention</i> |

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PROFESSIONAL EXPERIENCE

ANOSALES LLC

HEAD - SALES & BUSINESS DEVELOPEMENT, 2019 – Present

Anosales : (www.anosales.net) : Anosales is a multidisciplinary demand generation, data management and technology firm. Since 2010, Anosales has been helping B2B Technology clients energize their sales and marketing efforts across verticals and horizontals worldwide, leveraging leading edge MarTech, digital platforms and a world class team of researchers, analysts and seasoned business development professionals.

My core responsibilities at Anosales involve strategy, planning and execution for growth, services portfolio enhancement & overall organizational performance to ensure adherence to decided deliverables. Operationally, I was responsible for end to end sales & revenue generation along with marketing and business development functions.

Key Achievements:

- Successfully generated revenue of \$1.5 Million in the 1st year & increased it to the current \$3 Million in annual sales targeting B2B Tech & Media companies as an Individual Contributor in a pandemic affected market.
- Consistently surpassed annual targets & maintain over 100% AGR y-o-y in a Red Ocean market.
- Empaneled Anosales with the top10 US based Media agencies & Lead aggregators and established ourselves as their Tier1 & preferred delivery partner for Demand & Lead generation programs for their Tech clients.
- As an Account Owner, successfully drove Customer Success initiatives to maintain over 85% Customer Retention and increased revenue through account farming (up-selling & cross-selling) and month-over-month repeat business.
- Helped conceptualize & launched additional services & product offerings to enhance overall portfolio resulting in increased revenue and market share.
- Streamlined existing & set-up GTM for new offerings from defining product/service specific 'sweet spots' vis-a-vis Target Audience & Buying Personas, establishing research methodologies to formulating prospect-messaging including scripts, email, direct mail literature, invitations & internal reference materials.
- Set-up (hired, trained, mentored & managed) the sales development team thereby drastically increasing sales opportunities, ensuring a healthy pipeline, predictability in sales forecasting and eventually overall sales for the organization.

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INDEPENDENT SALES CONSULTANT

2015 – 2019

For the past 4 years, I have been working as an Independent Sales Consultant providing a multitude of demand generation services such setting up insides sales teams, end to end sales & sales strategy consulting to organizations in the B2B Demand Generation, Technology & Media space targeting international markets.

Few of the organizations I have been associated with are –

1. **ResearchNXT** : Research NXT is an innovative market research company covering in-depth research and insights on trending Enterprise Technology.
Project : Responsible for sales & GTM strategy for North America & Europe.
2. **Praman Proserve Technologies** : Praman Proserv Technologies through it 'Bharat Verified' platform provides Consent Based Background Verification/Profiling Services for Individuals and Business Houses.
Project : GTM Consulting & building strategic partnership with business houses.

ZIFF DAVIS B2B (DEMANDSHORE)

VICE PRESIDENT – SALES & CLIENT SUCCESS, 2012 – 2015

DemandShore is an B2B demand generation & sales enhancement company. Since 2004, DemandShore has been working hard to deliver value to Sales & Marketing professionals across B2B Technology companies globally. Combining their strengths in Media, Technology and Demand Generation services, DemandShore has helped over 250 technology companies accelerate revenue growth and achieve success with their go-to-market programs.

As a VP of Sales & Client Success, I'm responsible for end-to-end sales(from lead generation to deal closures) and overall revenue growth of the organization, portfolio enhancement, while ensuring world-class customer success & retention.

Key Achievements:

- Successfully ramped sales of the new 'Content Syndication & Lead Generation' business unit from \$10k to \$1M in year one. Grew it to over \$2.5M by year 2 and onwards as an Individual Contributor.
- Consistently over-achieved the set targets & maintained over 120% AGR y-o-y throughout my tenure.
- Established ourselves as a Tier1, preferred delivery partner with the Top US based Lead generation & Media agencies.
- As a SPOC & Account Owner, successfully drove Customer Retention to over 75% and increased revenue through account farming and repeat business.

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- Helped launch & drove GTM for MarTech Series (a digital publishing & content syndication platform for Tech companies), now part of ZiffDavis'
- Drove GTM and sales for 'Lead Enrich', a SaaS platform for enriching & sourcing marketing databases layered with critical sales intel for B2B Tech companies.
- Set-up (hired, trained & mentored) the inside sales team for Lead Enrich & Content Syndication BU. Formulated prospect-messaging including scripts, email, direct mail, literature, invitations & internal reference materials.

MARKETS AND MARKETS

AVP – BUSINESS DEVELOPMENT, 2011 – 2011

Founded in 2001, M&M is a full service market research company and consulting firm that produces 400 high-level, strategically analysed, full-length reports a year, tracking more than 10 industries.

Key Achievements:

- Strategized to build and acquire clients across multiple industries for research and consulting services.
- Handled end to end sales from lead generation to closure of leads for subscription and individual reports.
- Built system and process to drive in the efficiency in the entire sales process.
- Proactively decided on the titles of syndicated research reports by client feedbacks.
- Coordinated with the Managing partner/practice head in US, Europe, and APAC to achieve operational and strategic goals.
- A track record of initiative, creative thinking, and ownership for attaining performance goals.
- Demonstrated entrepreneurial spirit and motivation.

ANOSALES

HEAD SALES & BUSINESS DEVELOPMENT, 2009 – 2011

Anosales : (www.anosales.net) : Anosales is a multidisciplinary demand generation, data management and technology firm.

Overall Responsibilities -

- Formulate specific service offerings & sales strategy around each offering.
- Responsible for end to end sales & revenue generation.

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- Liaison with the delivery team to ensure deliverables are met.

SALESIFY

SENIOR SALES MANAGER, 2007 – 2009

Salesify (formerly known as SaleBuild) is an offshore market research & lead generation company providing outsourced sales & marketing support services to software & technology companies in the B2B space.

I joined Salesify in 2007 as Business Development Manager & was promoted to Senior Sales Manager a year later.

Key Achievements:

- Instrumental in complete turnaround of the sales team; set higher expectations and instituted individual team-member accountability.
- Responsible for team quota of \$1.5m including individual quota of \$500,000 pa.
- Exceeded all revenue targets by 140% Y-O-Y throughout my tenure.
- Helped in conceptualizing, developing & launching new product & service offerings resulting in increased revenue & market share.

Overall Responsibilities:

- Oversaw all sales and business development functions, including new product rollouts, key account management, customer relationship development, contract negotiations, and order fulfillment.
- Held sales compensation planning and budget responsibilities.
- Provided cross-functional team training, coaching and mentoring.
- Managed group of BDMs and marketing associates.
- Designed, implemented, and adjusted various sales plans and programs for sales & marketing products and services, with a focus on building long term relations with clients in SMB & Fortune 500 technology companies resulting in high value repeat business.
- Design solutions and customized offerings in accordance with clients' internal sales & promotion strategy.

ENCODEX TECHNOLOGIES

BUSINESS DEVELOPMENT MANAGER, NORTH AMERICA, 2006 – 2007

Encodex Technologies, a Microsoft Gold Certified Partner is a global software development and information technology outsourcing company providing offshore outsourcing solutions to enterprises worldwide.

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Key Achievements:

- Set-up & managed the inside sales team to ensure a healthy flow of qualified leads.
- Implemented and developed innovative ways to tap into target accounts by designing prospect-messaging program including scripts, email, direct mail, literature, invitations & internal reference materials.
- Acquired 5 clients in a span of 10 months resulting in business worth \$100,000 & potential revenue of \$300,000.
- Met or exceeded all targets – revenue and operational vis-à-vis lead generation, email marketing campaigns, etc.

QED Baton

SENIOR MANAGER – SALES OPERATION, 2005 – 2006

QED Baton is an offshore integrated demand generation & market research services provider.

Key Achievements:

- Jumpstarted marketing of Adea Solutions, a CMMi Level 5 company within Europe (UK, Belgium, Luxemburg, The Netherlands & Ireland)
- Trained and set up teams for the same. Defined key processes to keep up performance and benchmarked performance analytics
- Marketed Harbinger Knowledge Products Pvt Ltd, India's leading product company in the e-learning & content management space in USA. Recruited and trained key personnel to execute the campaign.
- Marketed Infinite Computer Solutions, a US based CMMi Level 5 client in USA for software services and drove high level opportunities/leads
- Led a 10+ staff at any point in time servicing 3-4 clients in various territories, often round-the-clock. Guided organizational restructuring and change management initiatives that transformed the organization into cross-functional, technology focused teams that produced striking increases in internal efficiency while improving responsiveness.

QED Baton

SALES DEVELOPMENT MANAGER, 2004 – 2005

Key Achievements:

- Kick started lead sales & marketing efforts for ZenSar Technologies one of the top 10 IT services companies in India

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- Drove opportunity generation team for the 10th largest IT company in India for the US region.
- 3 man operation back-ending 3 BDM's to close 4 deals during that 9 month period.
- Marketed innovative technologies & new concepts such as Forward Engineering, Model Driven Architecture & Software Development Process Automation.
- Marketed, Trained & set member team for Sify Ltd, a CMMI Level 5 & India's largest ISP & Infrastructure Management Services Company.
- Marketed Avval Technologies, a US based start-up providing staff argumentation services to clients across verticals.

QED Baton

SALES DEVELOPMENT EXECUTIVE, 2004 - 2004

- Marketed a Compulink Systems Pvt Ltd, a CMMI Level 5 company's services in USA & marketed their flagship product ProjectByNet in Europe and A-PAC.

CARE PRINCIPIUM

SALES EXECUTIVE, 2003 - 2004

Care Principium provides business process outsourcing, technical support and knowledge services for the past two decades in multiple domains such as Finance, Insurance, Telecom, Retail and Travel.

- Selected to work as part of a 12 man team to sell mortgage accounts. Promoted to a higher end campaign in online collections of credit card debt. Had to make highly secure online transactions through the prospects' bank accounts backed by independent third party verification.

PERSONAL & CONTACT INFORMATION

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THANK YOU
