#### Shelendra Pal

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**Objective:**

An excellent result-driven profitable business unit head in **“DATA ANALYTICS, CYBERCRIME INVESTIGATION & CYBER SECURITY”** with abilities in ***CHANNEL & DIRECT SALES*** with strong exposure in managing all phases of sales building new markets, managing channel, producing sustained revenue growth and high customer satisfactions with the advanced technologies available in the market.

**Achievements:**

* **CloudPrisma:** Consistently “**Top Rated Employee**” of the Company (Top 10%)
* **Nuix:** “**Highest Sales Performer**” with more than 200% growth in Sales in 2016
* **Cellebrite:** “**Awarded the Largest Order**” in India in Cellebrite History in 2012
* **BriefCam:** Consistently rated my performance “**Exceed the Expectations**” in 09 & 10

**Professional Snapshot:**

* Sales professional with more than 16 years of rich expertise with the industry’s most advanced platforms for customers ranging from **central and states intelligence & investigation agencies, public sectors & Govt., BFSI, corporate, manufacturing, retail, financial intelligence and investigation agencies, law enforcement, counter terrorism, army, navy, air force, law & advisory firms, healthcare & education through** **CHANNEL and DIRECT SALES.**
* Proven credentials in building new businesses from scratch and market creation, self-starter, enthusiastic customer-facing, independent thinker, make proper assessment of the market size, demand, competition, pricing, accurate & timely forecasting and advice the management to define the new sales strategies.
* International business expansion, global strategies, international experience in handling complex business & relationships with a verity of organizations, management levels, channel partners, market conditions, technologies, products and solutions.
* Formulate future channel business strategies (SI, distributors & resellers), market intelligence & analysis, identifying new channel opportunities, support channel in technical & sales front, develop & implement channel marketing plans and activities.
* Manage the entire sales life cycle from lead generation to closure, building a robust sales pipeline that forecasts 2-3 quarters at all times, business development, channel management, key customer relationship, team management and project management.
* Pro-actively develop and implement sales strategy to generate sustainable and profitable growth in my territory by developing new customers as well as maintain the relationship with the existing customers for repeated business.
* Build and maintain decision-maker level relationships (CEO, CFO, CTO, CISO, CMO) to gain an understanding of key priorities and specific use cases.
* Responsible for managing Indian sales & pre-sales team on day-to-day review of the sales pipeline to ensure there is potential to move from prospecting stage to order.
* Reviewing channel partners monthly and quarterly, bridging the gap between them by technical training, joint customer meetings and lead management.
* Comfortably connect with internal resources, cross functional global teams to tackle nuances of complex sales and to ensure that client business objectives are met.
* Developing brand image through effective sales promotion campaigns, introducing various incentive-based schemes to generate short- & long-term revenue.

**Career Contour:**

**Sales Director, South Asia: Analytics, Jan’18 – Till Date, CloudPrisma Inc, New Delhi**

CloudPrisma is an US data science START-UP in “**data prediction and analytics**”. The company has developed an AI-ML powered technology that harnesses billions of data points from unstructured data to reveal deep actionable insights.

Our unique open-source intelligence technology searches, aggregates and fuses data points & human behavior indicators from multiple data sources, processing and analyzing them to provide a holistic view of reality from insights that were previously unattainable.

##### Products and Solutions:

##### Being the data specialist, offering following innovative world-class solutions:

* **AI/ML (Data Science)**

Business Intelligence, Data Prediction

Predictive Analytics, Data Analytics, SaaS

Criminal & Financial Investigations

* **IOT Intelligences**

Real Time IoT Streaming, Edge Intelligences

* **Big Data Discovery**

eDiscovery, Information Governance & Compliance

* **Big Data Services**

Data Ingestion, Transformation & Warehousing

Regional Sales Manager, South Asia: Analytic, Aug’14 – Dec’17, Nuix Inc, New Delhi

NUIX is an AI/ML powered big data analytics company creates innovative software that empowers organizations to simply and quickly find the truth from any data in a digital world i.e., transforms data into actionable intelligence.

Our intuitive platform identifies hidden connections between people, objects, locations and events providing real-time hidden patterns, clarity and control to uncover the key facts & their context. Nuix software platform is used by at least 1800 customers in 65 countries.

The company has headquarters in Sydney and offices in Conshohocken, San Francisco, Herndon, New York, Cork and London.

* **Big Data Analytics**
* **Performance Intelligence**
* **Fraud Detection & AML**
* **Threat Intelligence & Analytics**
* **eDiscovery Processing & Review**
* **Litigation Management**
* **SaaS**

Sales Director, South Asia: Digital Forensic, April’11 – July’14, Cellebrite, Mumbai

Cellebrite is an Israeli global leader in end-to-end digital intelligence & investigative analytic solutions known for its breakthrough in digital investigation in mobile data technology, delivering comprehensive solutions to collect, review, analyze and manage electronics data with more than 2M licenses deployed in 140 countries.

Cellebrite is able to extract, decode and analyze data from computers, mobile phones, IoT devices, SIM cards, SD cards, drones, cloud, GPS devices, and Chinese chipsets

* **Digital Forensic & Investigations**
* **Actionable Digital Intelligence**
* **Criminal Investigative Analytics**
* **eDiscovery & Corporate Investigations**
* **Endpoint Security & Incidence Response**
* **SaaS**

India Sales Manager: Video Analytics, Feb’09 – March’11, BriefCam, New Delhi

BriefCam is an Israel based industry’s leading provider of Video Synopsis and Deep Learning solutions for rapid video review and search, face and license plate recognition, real-time alerting and quantitative video insights. By transforming raw video into actionable intelligence, BriefCam dramatically shortens the time-to-target for security threats while increasing safety and optimizing operations.

BriefCam’s groundbreaking technology recognized with industry accolades and worldwide deployed by top law enforcements, governments and public safety organizations.

* **Intelligent Video Surveillance**
* **Actionable Intelligence**
* **Video Investigation**
* **Video Forensic Analytics**
* **Face Recognition**

Account Manager: Cyber Security, April’05 – Jan’09, Sify Technologies, New Delhi

Sify is India’s most comprehensive ICT services & solutions providers. With Cloud at the core of our solutions portfolio, Sify is focused on the changing ICT requirements of the emerging Digital economy and the resultant demands from large, mid and small sized businesses. More than 10K business across multiple verticals have taken advantage of our unassailable trinity of Data Centers, Networking and Security services and conduct their business seamlessly from more than 5000 cities Internationally.

We are India’s first licensed certifying authority (CA) under the IT Act & **VeriSign affiliate** for the Indian subcontinent.

##### Cyber Security (End-Point, Application, N/W)

* **Public Key Infrastructure (PKI)**
* **Multi Factors Authentication**
* **Vulnerability Assessment**
* **Disaster recovery and business continuity**

Technical Qualifications:

* **BE (E&C),** Bangalore University, Bangalore
* **E-Commerce & Cyber Security *(****IBM Certified****),*** Asset Int, New Delhi
* **Cyber Security & Management** **(***Ministry of IT Certified***),** New Delhi
* **Cellebrite Certified Operator (CCO),** Israel
* **Cellebrite Certified Physical Extractor (CCPA),** Israel
* **Nuix Certified Sales Professional (NCSP),** US