

A passion driven individual who loves to solve complex business problems through technology. Constant improvement and customer satisfaction are my top priorities. I stay agile because the only constant in life is change.

- Global Head – Experience Marketing Practice @nagarro
- **3+ years of experience as a technology consultant** working with industry leaders enabling digital marketing transformation for global businesses.
- **Leading a portfolio of 1.5+mn revenue and 11 customer groups**
- **About 14 years of overall industry experience** as a subject matter expert in Customer Data platforms, Integrated Marketing automations, Salesforce CRM, Java and Frontend Technologies.
- Customer Data Intelligence and marketing hyper personalization expert with exposure to multi-cloud solutions like CDP, CEP, CPaaS and Marketing Automation platforms.
- **UCLA – Anderson School of Management – Post graduate program in management for professionals** (Class of 2024)
- **Certified GAI practitioner**
- Currently working with **Nagarro as an Associate Director**.
- Author: <https://sfmc99.com>

Employment History

2023 – 02 – Present

Associate Director – MarTech practice head

Nagarro

- Built and scaled Nagarro's global MarTech practice to a 24-member team with EUR 1.5M+ projected revenue in Year 1.
- Defined GTM strategy, service offerings, and led capability development across verticals.
- Own P&L and team operations including hiring, training, and delivery governance.
- Forged partnerships with Adobe (ACE Award winner), MoEngage, and Infobip; enabled joint GTM and conversions.
- Led 11+ client engagements on platforms like Adobe AEP, Salesforce Marketing Cloud, and MoEngage.
- Created MarTech transformation frameworks, maturity models, and industry-specific solutions.
- Championed AI-led innovation through "Digital Marketing Twin" - an internal MarTech accelerator.
- Led strategic RFPs, workshops, account mining, and stakeholder engagements.
- Delivered CDP, marketing automation, and campaign operations projects at scale.
- Drove business development, solutioning, and offering innovation.



Ankit Bajpai

Technology Consultant,
Digital
Communications and
Consumer
Engagement

Personal Info

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WWW

<https://sfmc99.com>

Skills

Client Communications,
Stakeholder Management,
GTM, Industry outlook,
Strategic account mining,
Profit and Loss portfolio
management, Project
Delivery, Governance,
Partnership and Vendor
Management

Excellent

2022 – 06 –
2023 – 02

Senior Technology Consultant

Adidas

- Advised global brand teams on MarTech strategy and consumer engagement implementation.
- Oversaw platform performance, usage, and digital communication execution across global markets.
- Defined roadmap for next-gen consumer communication platforms and CRM transformation.
- Evaluated OEM and SI proposals; led planning for CRM and marketing platform licensing.
- Negotiated license scope and usage, enabling Euro 4M+ annual savings by aligning platform needs with actual product usage.

2022 – 02 –
2022 - 06
Senior
Architect

SFMC Enterprise Architect

Nagarro Inc, Gurugram, Haryana

Marketing Automation Consultant – Technical Architect

- Lead multiple Projects on Salesforce Marketing cloud and consulted clients for the best practices for implementing SFMC as a technical Architect.
- Handle Sales pitches and RFPs for various clients at Nagarro as a Consultant and Marketing Automation Expert.
- Work on Solution Architecture for existing and new projects and provide implementation roadmap.
- Manage relationships on the Technical front for all projects in the SFMC Domain with the key stakeholders from the client teams.
- Lead the Companies initiative to establish itself as a top consulting firm in the CRM space by defining growth road map and streamlining project pipelines.
- Train, groom and provide oversight to the project team as a subject matter expert and Agile process coach.
- Advise and Assist technical teams and / or Business Teams for Architectural and design implementations using Salesforce.
- Subject matter expertise in Implementing all modules of Salesforce Marketing cloud like Email Studio, Mobile Studio, Web Studio, Automation Studio, Journey Builder, Social Studio, Advertising Studio, Contact Builder, Marketing Cloud Connect, Predictive Intelligence, Einstein, Transactional Messaging, triggers etc
- Providing solutions in integrating other systems like CRM (Salesforce and other 3rd party systems like Aptos, Siebel, and other CRMs), CDP, Google analytics, Adobe Analytics, Omniture, DMP,ESB and ETLs (Mulesoft,

2021- 01 --
2022 – 02
Architect

2020- 04 –
2021 - 01
(Associate
Architect)

2018 – 09 –
2020 – 04
(Lead)

Technical Consulting,
Innovation, Implementation,
Ideation, Resource Mantonship



Excellent

SFMC, Salesforce Data Cloud,
Adobe Experience Platform,
AJO, RT-CDP, Marketing
Analytics through GA, HTML
5.0, CSS 3.0, 2.0, JavaScript,
jQuery, AJAX, JSON,
Responsive Web Design



Very Good

Unix, Core Java, J2EE.



Good

CMS Systems (Adobe AEM 6.1,
Team Site, SDL Tridion)



Good

Certification

Post graduation program in
management – UCLA
Anderson

Generative AI – Practitioner -
Udemy

Salesforce Certified Marketing
Cloud Consultant

Salesforce Certified Email
Specialist

Salesforce Certified
Administrator

Informatica, AWS), e-commerce systems (Commerce cloud and other external e-commerce systems), Custom Applications, and other APIs based integrations with Marketing Cloud.

- Provide solutions, develop accelerators and best practices for implementing MarTech platforms.

2014-06 -
2018-09

Senior Associate

SapientRazorfish, Gurugram, India

Salesforce Marketing and Salescloud- Developer / Lead.

- Setup CRM and Marketing Cloud Integrations with various client applications to make seamless Integration of Data.
- Written Apex triggers, Visual force Pages, Controllers, Apex Web-services.
- End to end implementation of Marketing, Sales and Community Cloud.
- Subject matter expertise in Implementing all modules of Salesforce Marketing cloud like Email Studio, Mobile Studio, Web Studio, Automation Studio, Journey Builder, Social Studio, Advertising Studio, Contact Builder, Marketing Cloud Connect, Predictive Intelligence, Einstein, Transactional Messaging, triggers etc.

2012-02 -
2014-05

Software Engineer

Syntel Incorporation, Pune, Maharashtra

Module Lead / Developer

- Worked on multiple projects as a Java / UI developer

Education

Ongoing

Post graduate program in Management for Professionals

Anderson School of Management- University of California and Los Angeles

- Certification program

2007-08 -
2011-05

Bachelor of Technology: Computer Science

ICFAI University Dehradun - Dehradun

- CGPA: 6.97

Accomplishments

- **The Brightest Mind:** Nagarro Value award for year 2021-22
- **The Catalyst:** For setting up SFMC account in IXM Practice and help becoming A-Team for the Clients
- **Cheer board:** For Leadership role in the Practice.
- **Core Value Award:** Client Focused Delivery for outstanding contribution in delivering the project -SapientRazorfish.
- **Star Performer:** Client Focused Delivery for outstanding contribution in delivering a project -SapientRazorfish.