

# Ankit Bajpai



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Dear Hiring Manager,

I am writing to express my interest in leadership roles within the Marketing Technology and Digital Transformation domain. With close to 14 years of experience in consulting, strategy, and technology enablement, I currently head the Global MarTech Practice at Nagarro, where I have built the capability from the ground up and scaled it into a high-impact business function.

My focus has been on driving MarTech transformation programs across industries including Automotive, Retail, BFSI, Healthcare, and FMCG. I lead cross-functional teams and client engagements, covering everything from strategic consulting and solution architecture to capability development and GTM execution. My practice has grown to a 24-member team and contributed over €1.5 million in projected annual revenue.

Key highlights of my experience include:

- Establishing strategic partnerships with platforms such as Adobe, MoEngage, and Infobip to co-create solutions and drive market penetration
- Leading consulting engagements around CDPs, Marketing Automation, and Personalization platforms across global clients
- Developing Digital Marketing Transformation frameworks, maturity models, and AI-led innovations including a proprietary Digital Marketing Twin solution
- Managing P&L responsibilities, hiring, capability growth, and team mentoring to build a future-ready practice aligned with client and market needs

I'm passionate about helping organizations maximize ROI from their MarTech investments and translate business goals into measurable outcomes. I bring a blend of strategic vision, technical depth, and practical experience that enables me to drive large-scale transformation agendas.

I would welcome an opportunity to discuss how I can contribute to your organization's goals.

Sincerely,

**Ankit Bajpai**