**SHANTANU SAH** New Delhi

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**SUMMARY**

BE, MBA with 20+ years of extensive experience in evolving New business initiatives and markets, driving Revenue generation, P & L management, Partner Management, Channel Management, Sales across sectors – Start-up, Information Technology and Consumer Durable.

The multi-functional experience in a broad spectrum of products and business environment have inculcated in me the qualities of a strategist, a technologist, a marketer and a relationship person. Adaptable and Collaborative leader with strong functional capabilities, an effectual integrator who builds consensus among stakeholders.

**PROFESSIONAL EXPERIENCE**

**Pitchvision Executive Vice President March 2015 onward**

Pitchvision is a startup company that offers a range of products in Sports technology. The products leverage videos and analytic, allows to edit, analyze and create performance videos, provide real-time information and actionable feedback & Live streaming. It's a new standard in sports with cloud-based smart videos and analytic platform integrating what happens during training with an interactive social online community.

* Leverage business acumen and expertise to drive business through sales team, endemic/non-endemic partners
* Network, Hunt, Acquire, Retain, build partnership, generate referral to grow the customer base.
* Identify crucial people/intermediaries in the eco-system region-wise and convert them into business partners.
* Conceptualize an engagement process and created a partner program to generate leads and sales
* Promote PV App at customer level to generate more content and traffic on our website.
* Develop processes to build competencies in execution and operational excellence to ensure seamless delivery to customers.
* Develop a symbiotic relationship between sales and product development team to exchange information for hardware and software upgrades, based on customer feedback

**LENOVO National Partner Manager June 2013 to June 2014**

Entrusted with the task of developing the partner eco-system to address business opportunities in the SMB segment. The role balanced the development, sales support, management and enablement of partners with the focus of growing the partner’s sales funnel and conversion

* Recruited and Managed over 25 high value partners to grow their net revenue against pre-agreed targets
* Managed, mentored and lead a team of Partner Managers for building a long-term relationship whilst focusing on short term revenue goal.
* Executed initiatives like Partners’ meet and interactions, QBRs, lead generation, end-customer events, revamped loyalty programs to ramp up the engagement.

**ACER National Channel Manager Nov’ 2008 to Dec’ 2012**

Pioneered the development of partner eco-system to address the B2B market as part of the global initiative. Managed all business development aspects of Acer’s focused business partners - VARs and SIs with a primary focus on sales revenue and generating new business accounts

* Qualified, recruited, on-boarded over 75 high value partners across the country which yielded an additional revenue of INR 4000 million
* Managed CXO level relationship among the partners to build trust from scratch.
* Acted as the escalation point when issues arise. Managed and dealt with channel conflicts in a professional manner and provided win-win solutions
* Aggressively drove partners to maximize sales and achieved total partnership potential through sales best practices, trainings, product information & roadmaps and support.
* Owned and piloted strategic and large deals/bids with partners, provided strategic direction, worked on price requests and approvals, map competitive plans and provide winning solutions.
* Ensured the effective management of the collaboration with Microsoft, Intel and AMD. Negotiated an MDF of $2M a year from MS.
* Product Manager for Notebook segment for India, Bangladesh and Bhutan. Period Nov'2008 to June'2009

**HCL Infosystems Product Manager Feb’ 2006 to Oct’ 2008**

Guided the product strategy, product portfolio & roadmap, pricing & schemes for desktop PC consumer segment

Developed & Implemented quarterly business & marketing plans.

* Achieved the dominant position in the domestic desktop PC market

**CASIO Product Marketing Manager Jan’ 2004 to Feb’ 2006**

Delivered on the product marketing communication, merchandising, product portfolio & launches & vendor mgmt.

* Successfully launched the analog range of watches which enhanced the revenue of watch business
* Developed local merchandise and displays to penetrate smaller retailers with limited display space.

**BILT Sales Manager Nov’2000 to Dec’2003**

* Identified and recruited resellers to meet revenue targets.

**Videocon India Ltd Sales Executive Mar’1998 to Oct’ 2000**

**EDUCATION**

* Business Management from Goa Institute of Management
* Bachelor of Engineering from BIT Sindri