

Malavika Sharma

Sr.Sales Excellence & Strategy Manager, Emerging Markets, Asia-Pacific & Greater China Region at Microsoft

Summary

Experience Summary: A high energy,motivated and self- driven individual, with 17 years of advertising, digital media experience in diverse roles in Asia. Focused on driving business operations, influencing sales strategy and execution, impacting end-to-end sales and service processes, aimed to maximize revenue. Have worked with talented ad sales teams in Asian markets, across direct, joint-venture and partner channels.

Philosophy: I thrive on informed decision making, collaboration and a data driven approach in everything I do. I like to create an environment where teams frequently connect, collaborate, exchange ideas and thinking and where people feel their contributions are acknowledged and celebrated. I strive to think boldly, however prefer consistently informed decision making. I prefer to understand the “root cause” of business problems driven by complex environments before any action.

Specialities: Digital Strategy, Sales Strategy, Business Analytics, Business Insights, Business Intelligence, Ad Sales, Programmatic, Revenue Management, Customer Planning, Partner Management, Segmentation, Pipeline Management, Yield Management, CRM, Tools.

Experience

Sr.Sales Excellence Manager, Asia-Pacific Region & Greater China Region at Microsoft

January 2012 - Present (5 years 3 months)

The Asia time-zone role focuses on landing sales enablement at scale, aiming to maximize revenue, drive sales operations and strategy working closely with solution specialists, monetization, ad solutions and product/ engineering teams. The role focused on landing robust cross-team alignment in the Asia-Pacific region.

Markets: Australia, New Zealand, China, India, Singapore, Malaysia, Thailand, Indonesia, Philippines, Taiwan and Hong Kong

Expertise:

- Drive & lead business operational efficiencies, insights, end-to-end sales process management
- Build sales fundamentals and setup for scale across sales operations fundamentals
- Strong problem solving, partner and sales management skills across diverse cultures, markets
- Land customer/market segmentation,account planning, pipeline, tools & readiness programs

- Influence sales behavior via incentive, compensation models and tactical programs, contests

Top Achievements:

1. Asia, billed revenue consistently landed ahead of target +20-35%, for three consecutive years
2. Asia-Pacific, rated as #1, region in billed revenue and sales performance in Emerging Markets
3. Landed a BI project as part of Global Top Talent programs at Global Search & Display Services
4. Contributed to AO WW Sales Excellence "Profile of Excellence", defining excellence in role
5. Driven sales excellence, emerging market programs in collaboration with worldwide sales operations teams across 45 emerging markets in collaboration with sales leadership, operations
6. Launched mc, ad serving platform capabilities aligning with WW sales operations, PwC
7. Launched global planning frameworks, programs on partner planning, target setting
8. Won the Q4 2014 WW "Be Bold" Sales Excellence award for team collaboration, sales execution
9. Worked with finance, monetization to land sales targets, pricing, packaging strategy and tactics
10. Landed a unique framework on channel partner planning and channel sales execution

Business Excellence Manager, India at Microsoft

January 2010 - December 2012 (3 years)

Drive business planning and sales operations for Microsoft's Advertising & Online, India division
Focus on maximizing revenue, driving strong collaboration, alignment across regional sales leads, solution sales, monetization, trade marketing, global and time zone business groups. India landed with consistent growth, +40% YOY across two fiscal years, healthy, strong sales execution across core assets

Media Manager, Microsoft Media Network at Microsoft

July 2008 - January 2010 (1 year 7 months)

Launched Microsoft Media Network, into India and South-East Asia. Worked in collaboration with sales leadership to land and lock core objectives. Program management with global publisher supply, analytics teams, business development teams. Responsible for managing third party publisher relationships, revenue, gross profit margins. Microsoft Media Network accounted for 25% of topline revenues in 2010 and grew at +35% YOY

Media Strategist, Microsoft Digital Advertising Solutions at Microsoft

January 2006 - June 2008 (2 years 6 months)

Focused on driving pre-sales efforts for Microsoft India Digital advertising solutions
The role focused on landing branded solution pitches in collaboration with ad sales leads
Drove sales pitches based on client RFP, leading to +30% target achievement
Awarded Asia Pre-Sales Manager of the Year award in 2007

Media Group Head at Madison World

January 2005 - December 2005 (1 year)

Led strategic media planning and buying for Acer, Airtel and Indo-Nissin Foods

Sr.Media Planner at Universal Mccann

January 2003 - January 2005 (2 years 1 month)

Led strategic media planning and buying for TVS Motor Company, ITC Foods, Levis Strauss

Media Planner at Mindshare

July 2002 - December 2003 (1 year 6 months)

Led strategic media planning, buying for Unilever foods & beverages division

MindShare Fulcrum: Client Portfolio: Kwality Walls, Bru Instant, Deluxe Green Label Filter Coffee

Marketing Services Manager at Zee Telefilms Ltd

July 1999 - June 2002 (3 years)

Drive publisher insights and maximize revenue across the Zee Television portfolio of channels, ranging from general entertainment, news, movies to music. Work with the central sales strategy team, to develop pricing and packaging for ad sales to maximize revenue and manage customer relationships.

Education

Institute Of Finance And International Mgt

Master of Business Administration (M.B.A.), Advertising & Marketing, 1997 - 1999

Grade: A

Skills & Expertise

Digital Strategy

Digital Media

Business Intelligence

Business Operations

Advertising Sales

CRM

Sales Process

Analytics

Sales Strategy

Sales Operations

Ad Exchanges

Ad Networks

Revenue Cycle Management

Segmentation

Pipeline Management

Business Process Improvement

Yield Management

Real-Time Bidding

Business Planning

Account Management
Advertising
Strategy
Business Development
Strategic Partnerships
Digital Marketing
Online Advertising

Languages

English	(Full professional proficiency)
Hindi	(Full professional proficiency)

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2 person has recommended Malavika

"Malavika has deep knowledge of digital advertising trends and sales execution challenges or blockers. As part of the time-zone team, she has had the unique ability to seamlessly align & partner with multiple stakeholders to ensure revenue maximization, alignment to core strategic sales goals across Asia and global emerging markets. She has always focused to identify sales insights relevant to move the needle, via segmentation, pipeline/ revenue management and account planning. She partners strongly with sales teams, finance, product & solutions teams, to drive business health. Malavika, is a strong team player and always seeking for opportunities to maximize."

— **Amit Mishra**, *Sr Regional Finance Lead - APAC, Australia & India, Microsoft*, worked with Malavika at Microsoft

"Malavika is one of the smartest persons I know in the Digital Advertising industry. She has the ability to leverage market insights, customers/partners engagement, internal teams and product portfolio to come up with detailed action plans and concrete results. Her coverage of a multitude of markets in ASIA amidst tough time zone differences has been fantastic - always asking the right questions and leading/ acting on priorities. She is very energetic and passionate about what she does and I had the pleasure to receive her full support in building strong pipeline, accounts management, sales readiness, forecast/ outlook and sales excellence coverage. Definitely a great asset to have in any serious business."

— **Jean Marc Lew**, *Senior Finance Controller, Microsoft Corporation*, worked directly with Malavika at Microsoft

[Contact Malavika on LinkedIn](#)