



Dynamic Leader & Strategist driving Business Expansions and Transformations across APAC & EMEA

Software & ITESS | Telecom, CSPs & Media | Technology & Hi-Tech | Broadcast & Satellite| BFSI & FinTech | Education & EdTech | BPS-BPOs

- ★ Coverage: 40 + Countries across APAC & EMEA
- ★ Revenue Growth: 5 – 7 % YoY
- ★ Gross Margin (GM) Achieved: 35 - 40%
- ★ Operating Margin (OM) Achieved: 17 - 22%
- ★ Teams Managed: 250+
- ★ Transformation Projects: 50+
- ★ Contracts Closed: 100 +
- ★ Service Delivery Projects : 30+
- ★ GTM Executed: 7+
- ★ Alliances & Partners: 25+

Skills

Leadership & Strategy

Business Strategy & Execution | Budgeting & Forecasting | P&L Management | Team Building & Leadership | Strategic Planning & Execution | GTM Strategy & Execution | CXO Stakeholders Management | Account Delivery Leadership | Revenue Growth

Sales & Business Development

New Geographies Development | Strategic Clients Management | Strategic Partnerships & Alliances | Account Based Marketing | Cloud Sales (IaaS/PaaS/SaaS/CPaaS) | Analytics Sales (Data & NLP) | Revenue Growth | Pipeline Generation & Management | Strategic Campaigns | Consulting & Delivery Led Sales | Trade Shows & Business Expos

Functional & Operations

Service Delivery | Program & Project Management | Managed Services | Contracts Negotiation & Management | Account Planning | AI-ML driven Automation | Platform Strategies & Monetization | Sales Operations | Business Case & ROI | Demos & POCs | Data Analysis

Awards & Recognitions

- Top 100 leaders of Wipro Limited (2017-2018)
- Best Growth Account Winner (2014-2015)
- Best Performer Awards (2004/2005/2006/2007/ 2012/2013)
- Best Project Execution – Video WAN Network (2001-2002)
- Best Business Development Person of the Year (2002-2003)
- Best Video Broadcast project design (1998)

Dynamic, visionary leader and a business strategist with more than 25 years of experience. A proven track record of driving successful business expansion, transformations and service delivery across APAC and EMEA geographies.

As a coach and mentor, orchestrated the natural ability to establish and lead high-performing cross-functional teams fostering a culture of excellence. Distinguished record in formulating and executing Business & Go-to Market (GTM) strategies.

Personable and exceptional communicator skilled in liaising productively with cross-functional teams, stakeholders, and CXO executives. Strong experience of shaping, driving and closing large, multi-years transformations deals.

Ostensive Snapshot

- Commended for trailblazing the establishment and streamlining of new sales, **B2B & B2C strategies** and consistent **Revenue Growth**
- Established business and acquired new clients in across **APAC** and **EMEA**
- Led transformative **Alliances & Channel Partners** Eco System development, executing successful joint **Business Planning and GTM Strategies** with global channel partners & **ISVs/GSIs** across APAC & EMEA geographies
- Spearheaded **Digital Transformation** initiatives for clients and industries - Telecom, Media & Technology, Banking & Insurance Services, and Edtech, to ISVs and BPOs. Delivered **multiple** large **transformation projects** across diverse regions
- Have expertise and experience of **recruiting, nurturing, and managing** cross - cultured and diversified teams across various Geographies. **Led and managed** multiple diverse cross functional teams
- Significant experience of delivering **large transformation projects** on Data Centers, Infrastructure, Applications management, network operations (NOC), Cybersecurity & Security Operations (SOC), Teleport Operations, Telephony and Network rollout across various assignments
- Experience of **Commercial and Contractual management** for deals from inception to go live. Negotiated and closed multiple **multi years** contracts
- Excelled in **Strategy, Operations and budget planning, Delivery Execution, Headcount** planning and execution and **SLA/KPIs negotiation** for long term **Managed Services**, Services delivery and **Digital Transformation** Contracts
- **Value Based selling experience** with deep understanding of new age Solutions Sales on **Cloud (IaaS/PaaS/SaaS)**, Analytics, CX, **IDAM** and Intelligent Robotic Process Automation (**RPA**), IoT & **AI - ML** Services
- Hold the distinction of augmenting **Business Operations & Global Service Delivery Models**, inclusive of setting up of **Global Sales Offices** and **Delivery Centers, GCCs** & establishing teams and processes across various assignments

Marquee Projects Delivered

- **Oracle (ERP) Fusion SaaS & Multi-country Managed Services** for Large Telco Operator in Africa & Middle East (2012-2018)
- Multi Country **Telco Transformation** and **BSS-OSS** Rollout for MEA (2012-2015)
- Private Cloud – 4 countries **IaaS/PaaS and SaaS** rollout & **Managed Services** for Telco Operator in Middle East & Africa (2011-2018)
- **CDMA Network Rollout** & Operations for Telco including Network & RAN, IN & Charging, BSS-OSS for a Telco in East Africa (2006-2007)
- **Middleware Solution** Development & Multi Country **Managed Services** for Large Telco Operator in Africa & Middle East (2013 -2016)
- Satellite Based **Rural Telephony** roll-out and Operations in South Asia (2003-2005)
- **Speech & Data Analytics** including **Managed Services** for largest Travel Platform in India (2019-2021)
- **Cybersecurity Resilience Services and SOC Managed Services** (2017-2018)
- **R&D Services outsource** for Largest Network Vendor (2018-2019)
- **Digital Marketing, Content Management** (Web & Mobile) and Infotainment services for a large Media and Broadcast Group in Asia Pacific (2007-2008)

Education

- Post Graduate Diploma (PGD) in Digital Business - 2019 (Global IVY Scholar)
 - MIT-Management Executive Education
- Masters Diploma in Business Administration (MDBA) in Marketing - 2001
 - Symbiosis Institute of Management Studies (Centre for Distance Learning)
- Bachelor of Engineering in Electronics & Telecommunications -1997
 - University of Mumbai

Certifications

- Oracle Certified Cloud Infra Foundations Associate | Oracle | 2022
- Developing & Implementing an Outward Mindset | Arbinger Institute | 2020
- Design Thinking Workshop | DRM Catalyst | 2020
- Social Media Marketing | Stukent | 2019
- Power Negotiations | Corporate Visions | 2016
- Sales Rainmaker | Revenue Storm | 2013

Additional Experience

- Agnity India Technologies (TNS) - New Delhi
 - Director – Sales – APAC & EMEA
- Buongiorno (HK) Ltd - New Delhi/ Hanoi/ Manila
 - Head - Business Development – SE Asia & ASEAN
- ORG Telecom Limited - New Delhi
 - General Manager – Sales – APAC & EMEA
- STM Groups, Inc -New Delhi/ Lagos/ Kathmandu
 - Manager – Presales & Business Dev – APAC & EMEA
- HCL Comnet Limited – New Delhi
 - Senior Engineer – Technical Support – India
- Gujarat Communications & Electronics Ltd - Vadodara
 - Engineer – R&D – Satellite Communications – India

Soft Skills

Active Listening | Agility | Empathy | Emotional Intelligence (EQ) | Integrity | Adaptability | Communication | Conflict Management | Compassion | Time Management | Collaborative | Perseverance | Motivational | Critical Thinking

Professional Experience

Free Thinkers Labs – Delhi-NCR

July – 2023 – Present

Head - Strategy, Sales & Business Development – APAC & MEA

Responsible for **Business Strategy** & Execution, **New Business & Clients** acquisition, **Geography Expansion**, **Sales** and **Business Development**, creating new **Alliances & Partnerships**, **Team building** and **Team Management**, and **Technology & Transformation** Consulting for IT Services, Software Solutions for Enterprises, Telecom, Media & Technology, BFSI and Automotive verticals.

Oracle India Private Limited – Delhi-NCR

August - 2021 till June – 2023

Account Director – Technology Business – India

Orchestrated technology solutions sales with a focus on **Oracle Technology Cloud Platform** for **strategic large accounts** and small and medium businesses (SMBs). Created and nurtured robust relationships with enterprise clients across **India** to sell comprehensive technology solution portfolio. Leveraged **data analytics** to refine strategies and prioritize high-value accounts. Driven relentless **business development** and **new clients acquisition** through collaboration with **strategic partners** to generate **new revenue**. Revitalised sales within existing accounts to achieve business turnaround and **growth**.

Key Achievements:

- Reinvigorated existing accounts through **strategic relationship** management.
- Established 3 new partners and enabled VAD to accelerate growth.
- Replaced competition with cloud transformation and multi-year transformation deals.

NICE Limited – New Delhi & Singapore

June - 2019 till Feb – 2021

Sales Head – Analytics – South Asia & Middle East

Owned **product sales** for **analytics** with **P&L accountability** for **South Asia** and **Middle East** regions. **Led senior teams** in strategic vision planning. Cultivated robust client base and engaged **C-Level stakeholders** throughout the entire project cycle. Forged strong **alliances and GTM programs** with key BPS providers, global system integrators (**GSIs**), and **Big4s**. Pioneered value-based selling, showcasing expertise across **SaaS, Analytics, CX, and Intelligent RPA**. Designed and implemented dynamic **marketing campaigns, Service Delivery** and served as subject-matter expert at industry events to elevate brand identity. Forged new **strategic partnerships & alliances** to enhance market reach and elevate **brand identity**.

Key Achievements:

- Built 20X pipeline and contributed 18-20% of the annual revenue in the regions.
- Contact centre analytics GTM with 2 of Big4's and a Large BPS Service Provider
- Onboarded 4-6 new age analytics partners to drive growth.
- Strategic Programs and Projects Management for multiple vertical industry projects

Wipro Limited - Global Locations

December -2010 till June -2019

Director Sales – Technology Business Unit – APAC & MEA

Director Sales – CSP – MENA

Client Partner – Global Media & Telecom – MEA

Regional Practice Manager – Global Media & Telecom – IMEA

Established **Middle East & Africa** geographies. Spearheaded **new clients' acquisition** and drove **business development** to **new geographies** and built new **xx \$MM** revenue streams. Shaped **GTM strategy** across **Middle East & Africa** regions. Guided **alliance and new age partner** ecosystems to generate leads and enhance resilience. **Managed & nurtured cross-cultural Sales, Delivery and functional teams**. Secured deals for **Communications Service Providers (CSP)** in **BSS-OSS, CRM, Analytics, Cyber Security & Resilience, Hardware & Networks, AI-Driven Automation** & Digital Transformation, **Managed Services** on Applications, Data Center **Infra & Security**, and Service Desk. Championed best practices in **contracts management** to reduce costs and ensure high-quality delivery.

Key Achievements:

- Pioneered new business in telecom, media, and technologies vertical to deliver 7-10 % YoY revenue growth
- Two Large Cloud Transformation Deals and multiple Managed Services Deals closed
- Created 10 new channel partners for Middle East & Africa region through deep engagement with regional organizations.
- 2 successful GTM with Technology Vendors
- Multiple Large Project and Program Management with onsite and offshore delivery
- Multiple Dedicated Cloud - Project Management and Managed Services