

# ARNAB GANGULY

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## PROFILE SYNOPSIS

Business Leader | Growth & Revenue Strategy | Digital & Product Marketing

I am a Management & Computer Science Engineering graduate with 20 years of expertise in Business Profitability, Product Marketing, Business Development, Customer Lifecycle Management, and Digital Engagement. A people-centric leader and mentor, known for strategic vision, analytical acumen, and a results-driven approach to scaling businesses.

Core Skills: Product Marketing | Business Development | Account Management | Digital Marketing | Customer Lifecycle Management | Consumer Insights & Analytics

## KEY ACHIEVEMENTS

- **Sales: Account Management & Revenue Generation**
  - Spectra:** Instrumental in driving Revenues from B2B segment by 4% q-o-q through different Account Segmentation programs, identifying potential accounts and revamping the Account Management model
  - Spectra:** Build engagement through Digital and email campaigns on Accounts targeting KDAs, Influencers, buying committee based on personas, authority, engagement level. Improved Win rates from these set of accounts
- **Product Strategy, Acquisition Growth**
  - Vodafone Idea:** Customer Addition at 3.2 Mn-highest in the country. Customer share increased by 4.5% Y-o-Y. 44% Share of overall Industry Number Portability-Highest in the country
- **P&L, Revenue Growth, Strategic Product Marketing**
  - Vodafone Idea:** Prepaid Onboarding Revenue growth by 35%. Improvement in base churn from 5% to 2.8% leading to better revenue realization
  - Tata Teleservices:** Drive data revenues via micro-segmentation, Upgrade programs, Handset analysis. Data penetration increased from 32% to 51%. Data revenues grew by 180%
  - Bharti airtel:** With new marketing and product interventions, I was instrumental in increasing the ARPU from Rs.800 to Rs.1030 & hi-speed data (>2 Mbps) sub-base mix from 15% to 27%
- **Pricing, Enterprise Marketing, B2B Sales**
  - Vodafone Idea:** Devising Pricing strategy and evaluating Commercials for different product lines like Mobility, Cloud, IoT, and Fixed line. Participating in RFPs and building proposals for bids. Engaging and coordinating with both Solution Team and Sales team to drive business deals
- **Project Management, Market Planning**
  - Vodafone Idea:** Devising the Network investment decisions based on key consumer insights and customer behavior index, and plan the GTM to drive broadband penetration in these markets
  - Airtel:** Launched Delhi & Haryana circle operations. Launched Post-paid business, Blackberry Enterprise offerings and Handset bundles. First in India to launch direct international tie-ups
- **Digital Engagement, Communication Strategy**
  - Vodafone Idea:** Digital revenue improved from 8% to 35% YoY. Driving App installs, repeat purchase, drive key marketing programs to drive user engagement and incremental revenues
  - Bharti airtel:** Increased online sales from 3% to 5% in 6 months. Managed end-to-end online sales and fulfilment process including online lead generation and driving web-site traffic.

## ORGANIZATIONAL EXPERIENCE

Oct 2024 – Present: Marketing & Business Development Director (Consultant)

WORLD PHONE IT SERVICES

Driving market expansion and revenue growth through strategic sales, digital marketing, and partnerships in the Telecom & Fintech sectors.

### Key Deliverables: -

- **Lead Generation & Digital Marketing-** Implementing targeted digital campaigns, social media strategies, and content marketing to attract high-value prospects.
- **Industry Engagement & Networking-** Representing the company at global telecom and fintech events, building relationships with key stakeholders, and driving brand visibility.
- **Channel Partner Development-** Identifying, onboarding, and nurturing strategic partners across geographies, enabling scalable market penetration.
- **Solution Consulting & Digital Transformation-** Promoting Digital BSS, OSS, eKYC, and eCRM solutions, helping telecom operators and fintech firms achieve operational efficiency and compliance.

#### **Jun 2023 – Present: Subject Matter Expert/Mentor**

I am associated as a **Mentor and Subject Matter Expert** with ed-tech firms like UpGrad, Emeritus, etc where I take live sessions for their learners on topics related to Digital Marketing, Product Marketing, Product Management, Trends on AI and Gen AI in Marketing.

#### **Jun 2021 – May'2023: General Manager: Base Management**

**SHYAM SPECTRA PVT LTD**

I was responsible for growing the Base Revenue, helping generate Account Insights, drive product adoption and penetration, Sales & Partner Enablement, designing Campaigns to generate demand, pipeline acceleration and engagement across Spectra's B2B Solutions and Managed Services portfolio. Also, I had the mandate to manage the Base Revenue for B2C business of Home and Business Broadband

##### **Key Deliverables: -**

- **Base Management**-Drive the Base Management of B2B & B2C customer base by Segmenting Accounts based on Potential, Customer Insights and Analytics. Identify Accounts for multi-product penetration (cross-sell), Upgrades (up-sell) to drive base revenues. Discover opportunities and develop a robust pipeline to achieve sales target. Implemented Predictive churn model based on different behavioural triggers to improve Retention
- **Acquisition**: Responsible for new business expansion and new customer acquisition. Screen potential business deals by analysing the opportunities, deal requirements, potential, and financials; evaluating options, resolving internal priorities; recommending best fit offers to Sales and Account Managers.
- **Communication**-Created thought leadership eBooks, presentations, and drip campaigns to drive targeted messaging on industry trends, use cases and Spectra's value proposition to customers and partners
- **Co-engaging**-Create customer awareness, engagement and adoption activities using multi-channel programs along with Brand Marketing (Events, Customer Briefings, Digital, Alliances, Web, Social, Partners)

#### **Nov 2015 – Jan 2021: General Manager: Category Head**

**VODAFONE IDEA LTD**

As Category Head, I led a team of Product Managers responsible for Product launch, GTM and Product Profitability. Joined as the Acquisition Head with Vodafone and was promoted to Product Head post-merger with Idea in Sep, 2018 handling both Consumer and B2B businesses

- IDENTIFIED AMONG TOP 20% TALENT IN VODAFONE INDIA LIMITED IN 2018-19
- AWARDED STAR PERFORMER IN VODAFONE FOR TWO CONSECUTIVE QUARTERS IN 2017-18

##### **Key Deliverables: -**

- **Product Management**- Product Planning, Pricing, building GTM strategy and devising 360 degree communication through Trade, own outlets and Digital modes. **Devising sales engagement programs, sales funnel, enablement with right tools, collaterals, etc to ensure product success**
- **B2B Marketing**- Building an integrated Marketing plan involving various stakeholders. Development of sales and marketing collaterals such as solution briefs, sales pitch guides, competition mapping, eBooks, etc. Support demand generation, sales, and partner channels to drive acquisition.
- **Campaign Management**- Devise Customer communication plan using both traditional and Digital channels. **Pioneer in launching vernacular communication for rural customers.**
- **Marketing Analytics**-Daily monitoring of key business KBIs, visibility to the management on defined business parameters, use FB Analytics and BI to drive decision at both geography and user level
- **Customer Success**-Responsible for customer engagement, communication, monitoring user experience and collecting feedback. **Engage with cross functional teams to drive NPS**
- **Churn Management & Retention**- Segmentation as per CLVM grid, RFM analysis, cluster analysis to identify probable churn and build suitable offers to target the segments to improve retentivity

#### **June 2014- Oct 2015: Sr Marketing: Product Marketing**

**TATA TELESERVICES LTD**

- Product Interventions to Stimulate Usage in both Voice & Data. Improve Quality of Acquisition, store wise performance, introducing trade schemes and loyalty programs to drive adoption, etc

#### **July 2013- June 2014: AGM: Revenue Head**

**RELIANCE COMMUNICATIONS LTD**

- Launched 360-degree consumer campaign of '**Super Recharge Offer**' translating in increase in recharging base by 15% m-o-m and **incremental revenue by Rs.25 million**

#### **April 2012- June 2013: Sr. Manager, Marketing: B2C Home Broadband**

**BHARTI AIRTEL LTD**

- Drive end-to-end Product Pricing, GTM Strategy & TRADE schemes to achieve targets as per AOP
- **New Customer Addition increased from 28k to 35k (25%)** with launch of multiple campaigns

**Dec 2008- April 2012: Manager, Marketing: Post-paid, Roaming & NPD****AIRCEL INDIA LTD**

- Instrumental in launching Delhi & Haryana Circles. Launched direct **International Tie-ups via TELEFONICA HUB**
- Conceptualized and launched '**Simple Value Plan**'-an industry first Post-paid Offering with "**Worry Free Calling & Data**", contributing 50% of overall post-paid revenue
- Led the Enterprise Data/Bulk SMS and New Product initiative. Launched PRI-Voice & Peek Communicator

**Dec 2006- Nov 2008: Dy Manager, Marketing: Post-paid & Roaming****HUTCH/VODFAONE INDIA LTD**

- Delivered Record revenues in Roaming through tie-ups, network enhancement across KDAs, upselling packs
- Built a successful Proactive Churn grid for Post-paid resulting in improvement of Retention by 5%

**Apr 2005- Nov 2006: Management Trainee****DISHNEST WIRELESS LTD**

- I was responsible for launching of Broadband on WiMAX and then moved into B2B Sales handling key accounts

**EDUCATIONAL DEGREES & CERTIFICATIONS**

- **PG Certification (Digital Marketing & Communication) | MICA, Ahmedabad | 2019-2020**
- **PGDTM (Marketing & Finance) | Symbiosis International University, Pune | 2003-2005**
- **B.E. (Computer Science) | Mumbai University| 1996-2002**
- **ABM Certified Professional | Certified by ITSMA**

**OTHER INTERESTS**

- Career Mentoring, Reading, Personal Finance & Investments, Football and Learning new things