

Experienced Leader in the Enterprise & Technology Sector

Execution | Business Architecture | Operations | Technology

- Expert in driving operational excellence & efficiencies
- Experienced in Sales & Channels operations
- Skilled at bridging the technology and business gap
- Lead to Cash & Renewals domain expertise
- Extensive experience in building and growing teams
- Strong business, technical, and interpersonal skills

Professional Experience

StratApps Inc., Fremont, CA

(2016 – present)

Practice Lead & Co-founder

- Co-founded a SaaS company focused on a **360° channel marketing** platform
- Spearheaded investor engagement, product management, marketing and sales

VMware Inc., Palo Alto, CA

(2012 – 2016)

Director, Strategic Operations, Global Customer Operations

- **Leader of the Process & Performance Management team for VMware's 2.5B Software Renewals business**
- Executed & Operationalized leadership Strategies for positively impacting Renewal Rates & Operational Efficiency KPIs
- Operations In-sourcing / Renewals Self-Sufficiency
 - Creation of a **Renewals platform**, a VMware 1st, consisting of optimized processes, capabilities and operational services for Sales & Channel partners
 - Led process & capability definition for **opportunity management, quoting, ordering & metrics reporting** on Oracle and salesforce.com technologies
 - Directly influenced other key program areas such as hiring, enablement and performance management strategies
 - Renewals operations was **in-sourced successfully without any impact to existing Renewals Rates**
 - Achieved **97% Quote QA Rate** by leading a small QA team focused on audits, error tracking & analyzing revision requests
 - Designed automated quote creation capabilities to reduce Operational resources needs by **automating 20% of quote requests**
 - Other benefits of this program includes 50% reduction in preparation time for eStaff Quarterly Business Reviews and visibility into **future 4 quarters** (extensible) opportunities – critical considerations for Sales leadership
- Renewals Cross-sell/Up-sell Program
 - Established this revenue generating program by aligning with leadership strategy, partnering with 3rd party provider of predictive analytic services and driving cross-functional engagement with Sales, Marketing & Business Units
 - Led process & capability definition for **lead creation, lead routing, lead to opportunity conversion and opportunity to order**
 - Program generates **\$30M+ additional revenue quarterly** by leveraging Renewals Sales engagement to Cross-sell/Up-sell license products
- Renewals Optimization Program
 - Automated capabilities for standard quote creation & customer notification
 - Created Online Renewals platform for the SMB business segment
 - Achieved program KPIs – **8-10%** lift in overall **Renewal Rates**, with a **20%** increase in low \$ renewals

Cisco Systems, Inc., San Jose, CA

Business Process Architect, Cisco Commerce

- Defined the vision, strategy & execution plan for the Commerce platform
- Led business & solution architecture definition for Quoting and Quote-to-Order capabilities for supporting Cisco's 40B revenues
- Partnered with cross-functional stakeholders such as Sales Operations, Channels Operations, Business Units, Customer Service and Sales Finance to identify business problems, simplify business processes, and define the business value for system solutions
- Drove adoption by influencing the Sales & Operations leadership of top 10 Tier-1 Partners
- Led development of Functional Requirements & Specifications at different levels ranging from individual contributor responsibility to leading/mentoring a team of business analysts
- Architected system solution by defining the sub-capabilities, creating an integration map of various components and by collaborating with the engineering team towards the design & development of the platform
- Collaborated with User Experience team to conduct Usability studies and define the Customer Experience
- Influenced other capability teams, such as Configuration and Pricing, to define the integration roadmap, and also designed the functional integration solutions
- Conducted in-depth walkthrough sessions for the executive teams (Sales Ops Senior VP & Directors) to obtain sponsorship and drive adoption

Other Key Contributor Roles

(2000 – 2005)

Technology Consultant, Xoriant

- Established a Knowledge Management (KM) infrastructure by setting up Communities of Practice, collaborative processes & systems and best practices. The primary objective of this KM ecosystem was to leverage the collective knowledge of consultants for pre-sales engagement and reduce project implementation cycles
- Played the role of a Business Analyst on various technology projects for Xoriant's customers

Education

University of Mumbai Masters in Computer Applications	University of Mumbai BS, Physics
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Interests

Music, Artist Management, Digital Marketing, Trekking
