

SUMIT MAHAWAR

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Successful leader with over a decade in business development and entrepreneurship. Creative and award winning filmmaker with 15 film credits. I bring a unique perspective to business relationships that create strong value for my company and customers.

UNIQUE SKILLS

Building Relationships – Passionate about networking and creating meaningful partnerships.

Sales – Long track record of meeting and beating quotas/goals and building strategic sales/partner plans.

Leadership – Led and trained teams of various sizes and helped them achieve organizational success.

Public Speaking – Sought after Master of Ceremonies for conferences, panel moderator, and presenter.

EXPERIENCE

VP Partnerships, [Akia.ai](#)

2018–Present

- Developed strategic partnerships with PMS systems, API aggregators, and multiple hospitality task management systems to help onboard customers such as Happi.io, Quore, and Innsight.
- Leveraged personal relationships to bring on large hotel groups as key customer accounts such as the Witness Group and Thind Management.
- Began discussions and approval processes with Hilton and Hyatt corporate.
- Ran customer advisory board to garner information and insight from customers and potential future customers and helped drive product direction.
- Created outbound sales strategy including cold calling scripts, cold email templates, and demo scripts for future SDRs and AEs to utilize.

Co-Founder and CEO, [1806 Inc.](#)

2015–2018

- Created an on demand delivery app to deliver craft cocktail ingredients, beer, wine, and spirits in under an hour. The app also educated users on how to make craft cocktails with photos and video.
- Responsible for all business functions including sales, marketing, PR, accounting, supplier management, legal, and management of various contractors.
- Successfully brought the app to revenue and cash flow positive within 2 quarters of launch.
- Drove down CAC by 40% by optimizing ad campaigns on Facebook, Instagram, and YouTube.
- Trained sales team in sales technique and CRM use and exceeded targets by 20% for 3 quarters.
- Leveraged platforms and services such as AWS, Google Apps, MixPanel, Helpshift, OnFleet, and Sales-force to stay lean and manage growth.

Ad Business Strategy, [Kiwi Inc.](#)

2014

- Drove strategy and launching of the AdLooper product successfully leveraging the company's internal tools as a top tier app publisher to build a cost-effective ad network to drive traffic to their games and higher eCPMs to publishers.
- Spearheaded the build out a server side product in addition to an SDK, which reduced the sales cycle from 6 months down to 2 months.
- Launched marquee gaming publishers such as Big Duck and Zynga on the AdLooper platform.
- Drove outbound/inbound business development initiatives for AdLooper (proprietary internal mobile ad mediator) optimized CRM tracking in RelateIQ. Increased the number of impressions by 500%.

Director of Business Development, [Greystripe \(Conversant Media\)](#)

2012–2014

- Wrote the strategic outreach plan for business development team in order to bolster startup outreach, which increased team conversions by 10% within the first quarter.
- Responsible for overseeing over \$36 million in ad revenue through 5,500 mobile apps per year.
- Grew overall ad impressions by 10% and increased revenue by more than 20% over two years.

- Developed strategic partnerships, licensing, and publishing deals with companies such as Zynga, SongPop (Fresh Planet), Disney, HalfBrick Studios, and Big Duck Games.
- Spearheaded contract negotiations with large partners such as Disney Mobile in order to meet goals for both companies and satisfy legal requirements.
- Championed the integration with MoPub's ad exchange and mediation tools, which resulted in a growth of 20% more impressions within a quarter.
- Worked closely with product management team to bring to fruition various products sought by app developers; and recruited top talent in various fields to help build the Publisher Developer Team.

Partner Relationships Manager - Startups, Nokia, Location & Commerce (NAVTEQ) 2010–2012

- Qualified licensing and advertising leads, and increased the conversion rate for by more than 12%
- Evaluated qualified leads from developers and startups valued at over \$10 million annually
- Doubled company's activities in Y1 including building relationships with VCs and Startups.
- Executed agreements and integrations with technology partners such as Verizon, Comcast, and Microsoft.
- Created event attendance schedule for startup focused events and represented firm at conferences, customer, partner, and developer events.
- Assisted with product design decisions for Location Point Advertising Network and defined valuable input for developer location API (SMART) based on developer needs for the product team.

Director Mobile Strategy/Business Relationship Manager, Plug and Play Tech Center 2008–2010

- Reported directly to the CEO and COO to build out mobile strategy for the accelerator.
- Analyzed and short-listed start-ups for investments and orchestrated successful seed investments and Series-A investments—resulted in a successful exit of 8 figures.
- Created an advisory board of 15 star VCs to enhance credibility of the mobile initiative including Kleiner Perkins, Norwest Venture Partners, and Lightspeed.
- Generated 200+ leads and successfully attracted more than 30 mobile start-ups within six months of the launch of the mobile pavilion.
- Organized, promoted, and hosted mobile developer conferences, and ran video broadcasting and social media outreach; designed marketing and branding materials for participating companies.

EDUCATION

San Jose State University, Cume Laude 2004–2007

Bachelors of Science, Business Management & Minor in Film - Gary J. Sbona Business Honors Scholar
Coursework included a Humanities Honors program, Entrepreneurship. Selected into an innovative honors program which placed me at internships at companies like BEA Systems (now Oracle).