

## ANKIT MATHUR B.COMM.

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### IT SOLUTIONS SALES / BUSINESS DEVELOPMENT

**Enterprise Technology Solutions • Sales Planning • Key Account Management  
Sales Leadership • Business Development • International Sales**

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Accomplished sales leader with over 12 years experience in IT solutions selling, a deep understanding of selling at the enterprise level, and a breadth of skills that consistently overachieves revenue targets. Combines strategic and analytical sales planning with an ability to execute through complex sales cycles.

- ⇒ **IT Solutions Sales** – 12+ years enterprise sales experience with a specific focus on SaaS, ERP, CRM and multi-channel communications solutions for BSFI, Retail, E-Commerce and BPO segments
- ⇒ **Revenue Turnarounds** – track record for providing the planning and leadership that has improved lagging sales, revitalized underperforming sales teams and increased revenue performance
- ⇒ **Client & Partner Relations** – unique ability to work with CXO clients and partners, turn around relations in jeopardy, communicate solutions that meet business needs and close the deal
- ⇒ **Sales Team Management** – led as many as 15 international sales staff. Motivating style that attracts top talent and encourages peak performance from staff, VARs and channel partners

#### *Breadth of expertise:*

- |                              |                          |                       |
|------------------------------|--------------------------|-----------------------|
| • Enterprise Solutions Sales | • Key Account Management | • Sales Planning      |
| • Business Development       | • Sales Management       | • Lead Generation     |
| • Channel Partners / VARs    | • International Sales    | • Sales Presentations |
| • Partner Management         | • Project Management     | • Social Marketing    |

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### PROFESSIONAL EXPERIENCE

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#### DRISHI SOFT SOLUTIONS

*Innovator in customer interaction management and call center CRM solutions*

##### **Senior Sales Manager**

Aug 2013 – Present

Opened up new geographic markets and established a new channel partner ecosystem to expand the reach of the company's Ameyo Platform. Generated new leads across the Middle East and Europe, architected enterprise solutions and coordinated all training, licensing and implementation.

- Recruited new channel partners in Egypt, Turkey and Ukraine – established a key company footprint in these key markets
- Quickly closed two major deals in Egypt valued at over \$100,000
- Manage and grow a portfolio of international and domestic accounts – exceed territory bookings, grow existing accounts, and expand business through new territory, industry and product segments
- Manage the entire sales cycle from pre-sale to close – analyze operational/business needs, provide product demonstrations, architect solutions, and finalize contracts

#### TALISMA CORPORATION

*Campus Group (USA) company specializing in CRM and customer experience management solutions*

##### **Regional Sales Manager** – North India

2011 – 2013

Brought in to revitalize lagging sales, open new accounts, and strengthen existing client relationships to increase license renewals, add-on sales and professional services fees. Reported to the VP Sales, India.

- Won a major new automotive contract with an enterprise agreement of 3000+ licenses plus services
- Negotiated an agreement with a major IT services company based in Delhi – opened net new opportunities through partner channel, increasing sales up to 20%
- Formulated a new sales plan and refocused the sales team's commitment to exceptional client service
- Built strong client relations at the CXO level – provided clear and in-depth ROI analyses focused on core business Benefits to the client company

**TEAM LEASE SERVICES****Lead, Microsoft Online Services** 2010 – 2011

Led the sales and marketing effort for Microsoft's enterprise online solutions (SaaS) offering across India's SME market, clusters and channels. Specifically challenged to quickly turn around poor revenue performance. Managed a 15-person team of Inside Sales Reps, PreSales Reps and Field Engagement Managers to build pipeline and drive wins.

- On-boarded 500+ Microsoft partners across India for Cloud Essentials and Cloud Accelerate programs
- Increased subscription business sales by 51%
- Refocused efforts in accelerating customer acquisition and capturing highest market share through
- Improved product management and strategic marketing planning, boosted the internal sales engine and established a new channel partner ecosystem – increased market share and accelerated acquisition
- Routinely interacted with partner and association executives to evangelize Microsoft Online Services

**ENRICH IT SERVICES****Manager, Oracle License Sales and Service Offerings** 2009 – 2010

Expanded the base of Oracle license sales across Indian markets, focusing on the areas of application services, procurement BPO, talent sourcing and software licensing. Developed new channel partners, designed sales campaigns, and led all marketing efforts.

- Captured two key customer accounts from competitors, growing the base and strengthening the brand's reputation in key markets

**ORACLE CORPORATION****Senior Business Development Consultant** 2006 – 2009

Senior role charged with driving growing SMB territory sales for Oracle applications, with accountability for all territory planning, market analysis and segmentation. Coordinated with Field Sales, Consulting and Partners.

- Routinely overachieved quarterly targets, earning ***"Most Valuable Player"*** in Q3 FY07

**COLWELL & SALMON COMMUNICATIONS (formerly Icon Data Management Ltd.)****Senior Executive, Business Development – Sage Software** 2003 – 2006

Grew Sage Software sales, consistently exceeded targets including regional quota and profitability. Full accountability for new sales, upselling and client relationship management. Partnered with resellers and partners across North America.

**MAJESTIC SOFTWARE LTD. (Noida)****Senior Executive, Business Development** 2002 – 2003

Based on performance, promoted within first 6 months to manage the sales team. Using a consultative sales approach, opened new opportunities, closed large accounts and grew sales 30%.

**JAGRAN PUBLICATIONS****Business Development Executive** 2001 – 2002

Sold advertising space for a leading Hindi newspaper – opened new verticals across the territory, expanded the client base and increased share of wallet with the existing client base.

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**EDUCATION & PROFESSIONAL DEVELOPMENT**

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**Executive Focus Selling**  
**Sandler Sales Methodology**  
**ITW Workshop**  
**Partner Management (New York)**

Communicaton.com  
 Sandler Sales Institute  
 Oracle Corporation  
 Colwell & Salmon Communications

**Bachelor of Commerce**  
**Advanced Diploma, Software Technology**  
**Certificate, Programming In Basic**

Meerut University  
 IICTC  
 Aptech Computer Education