

Vipul Rattan

Strategic Business Leader | Sales, Marketing, Sales Enablement & Customer Experience

A results-oriented executive with 20+ years of global experience in sales, business development, digital marketing, and customer success management. Recognized for **strong leadership**, **ethical standards**, and **building high-performing**, multicultural teams

Summary

- **Expertise in developing and executing global go-to-market strategies** (Americas, EMEA, APJI) driving **increased sales and profitability**
- **Driving sales growth and enablement strategies** for Digital Engineering portfolio at **Tech Mahindra** with **P&L of \$533M**
- As Head of New Offerings and Growth, successfully launched **Autonomous Operations offering**, securing a **\$15M order within the first month**
- **Built** Tata Communications' **digital sales & account management engine**, managing a **\$65M P&L** and delivering transformational growth
- **Consistent CEO Club achiever**, **exceeding AOP goals** with **157%** average annual achievement over five years
- Maintained exceptional **96% NPS** and **98% ESAT** scores

Experience

TECH MAHINDRA LTD. – Dec 2022 to Present

Vice President - Global Sales Enablement, New Offerings and Market Growth

Tech Mahindra is a USD6.5+ billion organization offering innovative and customer-centric digital experiences to 1290+ global customers, including Fortune 500 companies via 152k+ professionals across 90 countries

- **Sales Enablement:** Overseeing a \$533M Digital Engineering portfolio, implemented initiatives that **increased pipeline by 28%** and achieved a **33%-win rate** while optimizing sales cycles and operational efficiency
- **Strategic Growth and Innovation:** Define and execute transformative growth strategies aligned with market demands and organizational goals, driving revenue and market share expansion. Spearheading initiatives to identify and capitalize on emerging growth areas, untapped markets, and next-generation technologies, including the successful launch of **the Autonomous Operations offering**, securing a **\$15M order within its first month**
- **Thought Leadership and Market Expansion:** Spearhead initiatives to position the organization as a market leader by engaging in analyst relations, executive briefings, and thought leadership programs
- **Team and Cross-Functional Collaboration:** Directed global teams across sales, marketing, and R&D, delivering coordinated efforts that resulted in **\$20M incremental revenue growth** and improved customer satisfaction
- **Operational Excellence:** Introduced scalable processes and advanced sales tools, resulting in **12% YoY operational efficiency gains** and streamlined global sales operations

TATA COMMUNICATIONS LTD. – April 2018 to Dec 2022

Global Digital Sales Head (Reported to SVP – Global Sales)

TCL, the world's 5th largest IP transit service provider and a **digital ecosystem enabler**, offers **global cloud, network security, mobility, IoT & network services**. Established the Digital Sales and Customer Success Management channel for TCL's global & domestic operations

- **Digital Sales Channel Creation:** **Designed and launched the Digital Sales channel** for TCL to sell services across Network, Security, Managed Hosting, Cloud, Unified Collaboration and Communications to drive annual new business of USD 35M
- **Global Account Management:** **Built** and scaled high-performing **Account Management teams**, leveraging internal sales, marketing, and automation capabilities alongside selected vendor ecosystems to effectively penetrate global markets
- **Customer Experience Automation:** Automated the customer buying journey through a **Direct-to-Consumer (D2C) Digital Sales platform (TCx)**, reducing sales cycle times, enhancing customer control, and ensuring 24/7 access
- **Sales Strategy Ownership:** Led the end-to-end sales funnel, from **lead generation to closure**, developing data-driven strategies to optimize success rates and drive revenue growth
- **Inbound Marketing and Lead Generation:** **Established** processes for **inbound marketing, online advertising, and lead generation**, delivering consistent results against ambitious targets for Digital Sales Representative teams
- **Innovative Customer Touchpoints:** Implemented advanced digital tools and **Account-Based Marketing (ABM)** strategies, creating innovative customer touchpoints, generating new business, and effectively managing churn
- **Demand Generation Excellence:** Spearheaded demand generation, **marketing automation**, and lead nurturing strategies, achieving **263%, 166%, 154%, 92% and 113% of AOP** across FY18 to FY22. Maintained **96% NPS** and **98% ESAT scores** consistently
- **Recognition and Awards:** Honored with the **Blue-Ribbon Award (thrice)** for surpassing AOP goals and the **Best Global Churn Management Award** for exceptional customer satisfaction and churn reduction

GILEAD GROUP– June 2010 to April 2018

Director - Digital Marketing & Business Development (Reporting to CMO)

Sr. Manager – Business Development – 2010 to 2015

Worked side-by-side with the Chief Marketing Officer of this U.S.-based group. The company manages a portfolio of technology companies across the U.S ranging from ISP, Technology Consulting, GPS Asset/Fleet Management, BPO, Recall Services to D2D Sales Management companies

- **Growth Leadership for Portfolio Companies:** Leveraged **inbound marketing, online advertising, and lead generation** to scale a startup into one of the **fastest-growing tech companies in the US**
- **P&L and Budget Management:** Planned and managed the **P&L financial budgets** for sales and marketing teams, overseeing expenditures, talent acquisition, and agency/partner management
- **Digital Strategy Development:** Designed and implemented **digital marketing strategies** encompassing website optimization, lead generation, and marketing automation system selection and deployment
- **PPC Campaign Management:** Directed and managed high-performing **PPC campaigns** on AdWords and Bing, driving substantial ROI through data-driven targeting
- **Marketing Automation Implementation:** Spearheaded the selection and implementation of **Salesforce Pardot**, enabling **email drip campaigns**, task automation, and streamlined lead management in close coordination with Salesforce CRM
- **E-Commerce Channel Expansion:** Established the organization as a **STAR vendor on major e-commerce platforms**, driving significant growth in online sales channels
- **Record-Breaking Sales Growth:** Delivered **2750% B2B sales growth** over five years and **361% consumer product sales growth** in the last 2.5 years through strategic digital initiatives
- **Social Media Marketing Excellence:** Launched a rich-content **social media strategy**, achieving a **5666% increase in fan base, 2647% rise in engagement**, and a **weekly reach of 113,969** for posts
- **Content Strategy Leadership:** Directed content strategies across multiple industries, driving a **5X increase in daily website traffic** and significantly enhancing lead generation performance

ORACLE INDIA PVT LTD. – Jan 2010 – Jun 2010

Senior Business Development Consultant (Reported to NAS Director)

As part of Oracle Direct North America Sales, responsible for implementing the One Oracle approach, a customer-centric sales strategy focused on driving IT transformation.

- **Demand Generation Leadership:** Directed a team of business development and marketing consultants to execute **digital demand generation strategies**, successfully opening new business avenues and driving pipeline growth
- **Exceptional Revenue Performance:** Achieved **186% of revenue quota**, securing a position among the **Top Five technology teams globally at Oracle**

DIGITAL TECHNOLOGY SOLUTIONS – Jun 2008 to Jan 2010

Senior Manager - Business Development (Reported to Marketing VP)

Digital Technology Solutions LLC (DTS) is a leading Information Technology services provider to Fortune 500 companies headquartered in Detroit, MI (U.S.) with operations in Beaver Creek, OH and Chandigarh, India

- **Team Leadership and Performance Optimization:** Led a team of sales and marketing associates, driving a **15% increase in productivity** and achieving a **20% improvement in customer satisfaction scores** through targeted strategies and effective team management

FCS SOFTWARE SOLUTIONS – May 2006 to Jun 2008

Manager (DRM) – International Business Development/Tech Sales (Reported to GM)

FCS is a U.S.-based provider of IT services and has carved out a niche in core IT areas such as RPO/BPO, product development, e-learning, digital content, and support services

- Led a sales engineer's team to deliver **YoY Revenue growth by 18%, CSAT improved by 23%**

CONVERGYS INDIA SERVICES – Jul 2003 to Apr 2006

Technical Team Leader - Microsoft Desktop Support (Reported to Operations Manager)

Convergys is a global leader in providing high-quality customer service and technical support services. Microsoft is one of its elite clients that outsourced its desktop support process to Convergys

- **Operations Leadership and Customer Excellence:** Managed a team of over **60 multi-skilled support engineers**, consistently delivering **high First-Time-Fix (FTF) rates** and ensuring exceptional **customer experience (Cx)**
- **Recognition for Excellence:** Honored with the **“Power of One” Champion Award (2004)** and the **“Driver of Improvement” Award** three times for surpassing **AHT (Average Handle Time)** and **CSAT (Customer Satisfaction)** targets

Education

Master of Business Administration – 2005/2007

Guru Jambheshwar University of Science & Technology (GJU), Haryana

Bachelor of Technology (B.Tech.) – Information Technology – 1999/2003

Kurukshetra University, Haryana