

ROHIT RAINA



As a visionary leader with a relentless dedication to excellence, I have established myself as an influential thought leader and industry authority. With over 22 years of experience, I have driven strategic growth, revenue, and operational excellence across global organizations. My expertise in leveraging cutting-edge technologies has enabled me to deliver exceptional results and position myself as a pioneer in the industry.

My strategic acumen has allowed me to lead cross-functional teams, foster collaboration, and ensure seamless project execution. My client-centric approach has cultivated strong relationships and delivered exceptional customer satisfaction. As a champion of talent development and mentorship, I have nurtured high-performing teams and driven innovation. My commitment to community welfare underscores my compassion and dedication to making a positive impact.

As a thought leader, I actively contribute to industry forums and events, sharing my strategic insights and driving sustainable growth. My leadership has been instrumental in the success of global organizations, demonstrating my ability to navigate complex challenges and deliver exceptional outcomes.

CAREER TRAJECTORY

Dec'21 - Present

Vahan Inc

VP Insights & Business Growth



Growth Path:

Jul'23 - Present, Gurgaon

Dec'21-Jan'22, Bangalore

- **Revenue Growth Management & Execution:** Designed and executed revenue growth strategies, driving market expansion and optimizing pricing. Launched new products, monitored KPIs, and exceeded revenue and profit targets. Enhanced profitability through strategic product mix, cost efficiencies, and margin improvements. Collaborated with sales, marketing, and finance to achieve sustained growth. Drove significant revenue growth from \$5K to ~\$400K MRR, scaling business operations from inception to maturity.
- **Strategic Planning & Analytics:** Developed and led strategic planning to drive sustainable growth. Utilized data analytics for informed decisions, identified opportunities, and mitigated risks. Conducted market and competitive analysis for actionable insights, and executed scenario planning to assess risks and seize opportunities. Contributed to Series A and Series B funding rounds, successfully securing investments from Khosla Ventures, Temasek, and Bharti Airtel.
- **Digital Transformation:** Spearheaded digital transformation with AI, analytics, and automation to boost efficiency and data-driven decisions. Streamlined workflows through process automation, aligning digital strategies with business goals to drive growth and profitability. Established data infrastructure for insightful, informed decision-making. Secured partnerships in the EV and delivery sectors by integrating advanced platforms and seamless API solutions to enhance operational efficiency and drive digital expansion.

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CORE COMPETENCIES

- **Visionary Leadership:** Spearheading strategic initiatives, shaping industry standards and driving organizational success.
- **Strategic Growth & Revenue Optimization:** Leveraging advanced technologies and strategies to achieve exceptional revenue growth and market positioning.
- **Cross-Functional Team Leadership:** Leading diverse teams to deliver seamless project execution and foster collaboration across functions.
- **Talent Development & Mentorship :** Cultivating high-performing teams through effective mentorship and fostering innovation and excellence.
- **Community Engagement:** Committed to making a positive impact through active involvement in community welfare initiatives.
- **Industry Contribution:** Influential thought leader sharing strategic insights at industry forums to drive sustainable growth and address complex challenges.

EDUCATION

2013 | General Management Programme
Indian Institute of Management, Ahmedabad,

2004 | B.E. (Computer Science)
Rajiv Gandhi Technological University Gwalior

- **Go-To-Market & Commercial Excellence:** Orchestrated the development and execution of go-to-market strategies, driving successful product launches and ensuring optimal market positioning. Championed commercial excellence by enhancing sales processes, optimizing channel strategies, and implementing best practices to maximize revenue and market share.
- **Channel Management:** Develop and manage effective distribution channels, ensuring alignment with GTM strategies and optimal market reach.
- **Sales Development & Management:** Executed sales strategy to meet revenue goals, managed the pipeline to boost conversions, mentored the team to hit targets, built client relationships for growth, and optimized results through performance metrics and insights.
- **Team Building & Enablement:** Built and mentored high-performance teams, drove talent acquisition and retention, and fostered cross-functional collaboration. Set clear performance goals and KPIs, delivering feedback to achieve exceptional results.

Jan'22 – July'23

InCred

Vice President Client Services & Revenue Growth Management, India



- **Developed and executed revenue enhancement strategies:** Led a diverse team in commercial and analytics roles with full P&L ownership, optimizing sales channels, and implementing Go-to-Market models and partner execution frameworks. This approach resulted in double-digit growth in the EWA business and a 20% increase in profitable growth in the largest market.
- **Oversaw commercial finance management :** Defined and executed pricing strategies, promotional plans, trade terms, and product mix. Directed the development of pricing strategies and review cycles, achieving a 15% improvement in price realization in key target segments. Collaborated with sales and marketing teams to align portfolios with market needs, forming strategic partnerships that contributed to 25% of overall growth.
- **Led digital transformation initiatives:** Implemented advanced tools and processes such as web scraping, competitive indexing, account-based marketing, and market maturity assessments. Focused on growth levers and innovative solutions to enhance operational efficiency and drive business expansion.
- **Established and monitored key performance indicators (KPIs):** Tracked the effectiveness of revenue and client services initiatives, ensuring alignment with strategic objectives. Forged and nurtured strategic partnerships with key customers, partners, and stakeholders, contributing to mutual business success and scaling the InCred Pronto app from zero to one million transacting users.

Mar'19 – Dec'20

Versa (JV with Rediffusion)

Asia Business Head – Advertising Revenue (Singapore & Mumbai)



Led a team of 15, including 10 sales professionals and 5 in Service Process Excellence, driving new client acquisition and revenue generation through major OEM partners such as Samsung, Google, Avaya, and Amazon. Scaled revenue from zero to ₹50 crores annually, demonstrating exceptional leadership and strategic growth execution.

Sep'14 – Feb'19

Stambia (Semarchy)

Head of Sales and Alliances (APJ) (Singapore & Gurgaon)



Led a multidisciplinary team to drive sales strategies across five countries, utilizing data analytics to optimize pricing, promotions, and market entry. Improved profitability by 10% through cost optimization, and achieved significant market share gains with the “Micro-Battles” project. Established commercial score carding and KPIs, implemented process improvements, and scaled revenue from zero to over USD 10 million ARR.

EARLY CAREER

Sep'12 – Sep'14

Oracle India | Oracle Goldengate Platform Sales Head



Dec 2010 – Sep 2012

EMC, RSA Cyber Security Division | Territory Sales Manager, BFSI & Telco



The Security Division of EMC

Dec 2006 – Dec 2010

Oracle India | Territory Sales manager, North & East India



Sep 2005 – Dec 2006

Hewlett-Packard | Business Development Manager, Delhi/NCR



Jun 2004 – Aug 2005

3I Infotech | Pre-Sales consultant - Dealer Channel/ Key Accounts, Delhi

