

Arjun Kumar

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Professional Summary

With over 14+ years of working experience in sales and alliances in Information Technology and Hospitality Industries, I have gained extensive expertise working in diverse geographical locations across India, Singapore, Thailand, Malaysia, and Indonesia. Having been associated with Cloud4C for almost 8 years, I have worked across a variety of roles, cultivating long-lasting relationships with multiple stakeholders both internal as well as external.

One of my key achievements has been to collaborate extensively with SAP in Southeast Asia, fostering strategic relations and strengthening our presence in the region, thereby clocking revenue worth USD 20 Mn Total Contract Value (TCV).

Additionally, I have successfully onboarded clients featured in the prestigious ET 100 list, executed multiple turnkey projects, and expanded our organization's client portfolio in West India, clocking a revenue of USD 30 Mn TCV.

One of my notable achievements is to independently forge key partnership with a prominent Indian Independent Software Vendor (ISV), which resulted in a remarkable business value of USD 25 million in TCV.

Furthermore, I have played a pivotal role in establishing fruitful alliances with top Global System Integrators (GSIs), thereby driving business expansion initiatives in Northern Americas.

I have also managed the AWS & Azure Alliance role at Cloud4C, successfully having re-established relationships within the ecosystem and business development. The business has grown twice in just 1 year.

Currently, I head North Enterprise Sales for Cloud4C, with a team of 4 Sales / Sr. Sales Managers. Representing for both Net New Business and business expansion in existing Clients.

KEY SKILLS

Sales and Business Development
Strategic Partnerships and Alliances
Client Acquisition and Relationship Management
Market Research and Analysis

Team Leadership and Management
Negotiation and Contract Management
Cross-Functional Collaboration

WORK EXPERIENCE

Cloud4C Services

2018 – Present

Associate Vice President – Regional Head Enterprise Sales – North India

Aug 2024 – Present

- As the Enterprise Regional Sales Head for North India, I am responsible for the regions Enterprise outreach.
- Handling a team of 4 Enterprise Sales / Sr. Sales Managers
- Responsible for sales in the Top 150 accounts, across industries, in the region.
- Key Accounts include Indigo, Max Group, Zee Media Group, Satin Group, Anand Automotive, Max Group, Pine Labs, PayTM, PB fintech, etc., with a key focus on industries like Automotive and Auto Ancillaries, Fintech, Healthcare / Pharma, etc.
- Key offerings focused in the region – SAP, AI, Multi Cloud Services, Cyber Security, etc.

Associate Vice President – Global Alliances – Hyperscale Cloud – AWS | Azure - India & South Asia

Sept 2023 – Dec 2024

- Spearhead the revamp of the Go-to-Market strategy, strengthening relationships with AWS and Azure.
- Identify and target strategic market segments, facilitating the shortlisting and interlocking of accounts with AWS and Azure across regions.
- Orchestrating in-depth interlock sessions across hierarchical levels within AWS and Azure for targeted account development, focused on services orchestration.
- Develop India-centric Sales Decks / Marketing material, tailored for the AWS and Azure practices to align with regional market dynamics and enable India Sales Teams with in-depth. Training.
- Overseeing operational facets of partnerships, including adherence to minimum criteria, tier elevation, funding coordination, invoicing, and program management.
- Currently also driving business discussions on Bangladesh, Bhutan & Nepal as individual territories along with Microsoft, focusing on Security Services Business and SAP Services business.

Associate Vice President – Global Alliances – GSI & Big 4 Consulting Firms

Feb 2023 – Oct 2023

- Spearheaded the expansion of the business/alliances segment in the GSI and Big 4 space.
- Collaborating closely with top consulting firms to create alliances and generate business prospects.
- Focus on SAP Services, Migration Services, Security Services.
- Leading the go-to-market strategy for Tencent Cloud in global markets with a strong sense of autonomy and initiative.

Associate Vice President – Global Alliances – GSI & ISV's

Jan 2021 – Mar 2023

- Implemented robust processes and established a streamlined reporting structure, resulting in a business growth of over 220% since January 2021. Collaborated with a prominent BFSI ISV player, facilitating the acquisition of clients across global geographies such as EMEA, APAC, and the Americas.
- Devised a comprehensive strategy to enable the ISV to effectively market their offerings to existing install base customers, while positioning Cloud4C as a preferred choice in the ISV's industry ecosystem.
- Fostered strategic partnerships with two top-tier GSI players, each with a turnover exceeding \$1.2 billion and \$0.8 billion, respectively. Leading to the identification of opportunities, resulting in collaborations worth \$5 million in 2022, which include establishment of new lines of business (LOBs) such as SAP, Managed Services, and SOC Support.

- Responsible for supporting service delivery efforts by assisting in the creation of reporting and governance structures, as well as developing standardized formats and templates to ensure efficient and effective service delivery.

Associate Vice President – Enterprise Sales – West India

Dec 2018 – Jan 2021

- Facilitated the transition of a prominent automotive finance company to a host private cloud, resulting in, increase of business value by over \$8 million in Total Contract Value (TCV).
- Played a key role in the onboarding process of the largest Non-Banking Financial Companies (NBFCs) in the country, supporting their digital transformation initiatives and achieving a substantial TCV of over \$10 million.
- Secured renowned brands such as Aditya Birla Group, Tata Group, Mahindra Group, and Reliance Group as valuable customers.
- Strengthened the organization's market presence and visibility by successfully onboarding various companies featured in the esteemed ET 100 list.

Sutra Tech Labs

Consultant – Sales & Marketing

Jun 2018 – Sep 2018

Cloud4C Services

Associate Vice President – Sales – Southeast Asia

Nov 2015 – Apr 2017

- Undertook the responsibility of opening a new region within the organization, aiming to expand the company's presence in the Southeast Asia (SEA) markets, including Thailand, Indonesia, Singapore, and Malaysia.
- Independently drove business development efforts, collaborating with SAP leaders in the region to strengthen the partnership, exchange market intelligence, and establish enduring relationships.
- Achieved revenues amounting to USD 10 million in Total Contract Value (TCV) within a little over one year in the targeted region. This remarkable success was accomplished by securing significant SAP transformational deals, leveraging the strategic partnership with SAP.
- Proactively identified and partnered with local Global System Integrators (GSIs) and Independent Software Vendors (ISVs) to expand the organization's reach and influence within the respective national markets.

Oakwood Asia Pacific

Sales Manager – Hotels & Banquets

2014 – 2015

Lemon Tree Hotels

**Asst Sales Manager – Hotels & Banquets
Management Trainee**

2012 – 2014

EDUCATION

IHM Lucknow, B.Sc. in Hotel Management

2009 - 2012

Industrial Trainee – Hotels & Banquets

Trident Hotel, Gurgaon

07/2010 – 11/2010