

VAIBHAV A MARATHEY

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PROFILE SUMMARY

A pricing and product management professional with 12+ years of experience in helping enterprise account teams win big deals through price strategy, internal stakeholder management and commercial negotiations. Strong expertise in enterprise software licenses, hardware solutions and professional services in the Enterprise, Networking and telecommunications industries.

- Pricing & Product positioning
- Leading and directing teams
- Win/Loss and gap analysis
- Collaborating with cross-functional geographically diverse teams to deliver timely results

Experience

- **Senior Product Marketing Specialist (Pricing Manager-BizOps)**
Infinera India pvt Ltd., Bangalore (May 2014 - Till date)
 - Utilized price strategy, financial modeling and contract negotiation skills to enable Sales teams win key deals valued in the 1m to 90+M USD range deals
 - Achieved over 10% gross margin improvements for new products
 - Awarded Biz-Ops guiding light award in 2020 for demonstrated margin improvements of ~15% in a multi-year contract
 - Successfully moved the divisional pricing approach from a siloed product-approach to a deal-based margin approach that immediately resulted in more Orders and Wins.
 - Persuaded Product Line Management (PLM) and Business Unit leaders to adopt aggressive deal-based pricing to win crucial deals against key competitors
 - Successfully drove the internal approval process for deals with TCVs (Total Contract Value) ranging from \$30M to \$80M USD.
 - Created price & licensing models for next-generation products
 - Successfully demonstrated margin improvements for accounts in APAC
 - Engaging with senior leaders (CxO level) on specific solutions and business problems
 - Achieved 10% hardware cost improvement by driving value engineering
 - Closely working on enhancement of pricing tool and new feature developments
 - Involved in pricing process definitions and improvement projects
 - Working on the reporting of business metrics for APAC in QBR's
 - Introduced process automation in bid management resulting in 20% reduction in turnaround time by using cloud-based tools and process improvements
 - Supporting sales teams in contract negotiations
 - Working on SOX Compliance for Contracts
- **Assistant Manager (Professional Services APAC)**
Radwin Ltd, Pune (Sep 2010 - May 2014)
 - Handling POC / Demo-Trials for carrier customers in India and APAC
 - On-site deployment support and network audits in APAC
 - Worked with OEM and channel partners communicate the value of Radwin products
 - Type testing for customers
 - Network automation projects
 - Trainings for end customer and channel partners
 - Solution designing for customer & partners
 - Network planning for greenfield as well as brownfield solutions and deployment
 - RFP defense and solution strategy

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▪ **Executive NOC (Vodafone TNOC – DWDM National NOC)**

Vodafone Essar Ltd, Pune (Aug 2009 - Aug 2010)

- Change Management / Incident Management / Performance Management for DWDM national backbone & metro network and process automation
- Network audits to achieve 99.999% uptime
- Pan India Network Clock Implementation in record time of a year
- ISP hardware installation audit
- OSS integrations and automation

▪ **Engineer-Level L3 (Network operations & Projects)**

Reliance Communications Ltd, Pune (Sep 2007 - Aug 2009)

- Circle NOC Operations and team management
- RCA & corrective action plan for achieving 99.999% network uptime
- Service Provisioning for GSM and CDMA network rollout projects
- Publishing Network Availability Report for circle
- Cross functional coordination
- Implementing 2CNO for 99.999% uptime of GSM BSC's and high value enterprise circuits

Technical Skills

- Software Tools Exposure
 - Salesforce, CPQ and Anaplan
 - Power BI
 - HP TeMIP & Clarity OSS
 - C++, Ansible, Dockers, Kubernetes, Scripting
 - JIRA, Trello, Confluence, Microsoft packages (MS-Excel/PowerPoint/Visio)
 - SharePoint, RFPIO
- Technical Exposure
 - Micro-services based modular enterprise solutions
 - Network Management systems, Software defined Networking & Operations Support Systems, Telco Cloud, Network Automation and ONAP
 - Telecom Technologies – Optical and Wireless
 - Network Synchronization and timing distribution

Interpersonal Skills

- Experienced in collaborating with international teams, different time zones & Multi-culture environment - India, APAC, EMEA & Americas
- Have delivered successful projects & outcomes over the years utilizing my strong co-ordination and team player skills

Certifications:

- Completed Certified Scrum Product Owner® (2019 – 2021, Certificate ID: 000930331)

EDUCATION

- Bachelor OF Technology (ECE): 7.82 CGPA out of 10 (DR. M.G.R Educational & Research Institute, Chennai (Dr MGR University) in year 2007.