

# Peeyush Mohanty

## Partner Manager (Increff)

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Experienced Partnership & Marketing professional with a proven track record of 6+ years in Partner Management, Key account Management, Business Strategy & Channel Management within the dynamic Software & E-Commerce Sectors. Proficient in Channel Alliances Management, driving International Business Expansion, nurturing Client relationships, and adept at Strategy Building.

## Experience

### Partner Manager (Increff)

Bengaluru :Nov 2022- Till date

- Developing & expanding Partner ecosystem in Middle East, Africa, APAC, India ,Australia & New Zealand, generating 2 Cr Business revenue.
- Proactively connecting with prospective partners through LinkedIn and Networking Events to onboard Sales, Resellers, SI's, Technology, and SAAS Affiliate Partners.
- Coordinating with Business ,Product & tech team to Submit the RFPs, tenders from the Partners & clarifying the technical feature related doubts of Partners.
- Overseeing Partner onboarding, training, and performance reviews.
- Managed documentation and processes using Jira, Confluence, and Salesforce.
- Handling Contract negotiation, Partnership marketing activities (LinkedIn Posts, Press Releases etc.) and GTM Roadmap planning with Partners.
- Cultivated strategic relationships with Top Cloud Service providers Google, Microsoft, and Salesforce for Co-Selling and Co-Marketing.
- Collaborate with tech teams to establish tech integrations with Technology partner (ERP, POS, 3PLs, E-commerce Marketplaces etc.) for streamlining operation.
- Designed region-specific GTM Activities and Partner programs for higher ROI.
- Collaborated with cross-functional teams for timely payment and partner support.
- Forged key partnerships with renowned global consulting firms PWC , Zinnov and Accenture, driving impactful growth and success.

### Business Manager (Ximkart)

Bengaluru: Jun 2022- Nov 2022

- 3X the Gross Merchandise Value to 1.5 Cr in 3 months via 33 new customer onboarding using Loyalty program & other GTM Activities.
- Successfully orchestrated the scaling of business revenue to 1 crore in South India through strategic account onboarding and impactful branding strategies.
- Collaborating with Catalog, Tech, Marketing and Finance teams to launch new products, improve the brand visibility and develop a Buyer loyalty Program.
- Accountable for strategizing Go-To-Market plans and skillfully managing Profit & Loss (P&L) to optimize overall ROI and drive revenue growth.

### Manager Strategic Alliances (Moglix)

Mumbai :Jul 2021- May 2022

- Achieved 5X Monthly Billing (2cr Monthly) in 11 Months through signing New ARCs with top Enterprises and Product partners.
- Delivered 10 Cr AR in the western region by fostering relationship with Strategic accounts and closing new ARCs.
- Overseeing a team of 4 executives to strategically drive end-to-end business engagements and elevate the NPS of Strategic Partner Accounts.
- Supervising New Client Onboarding and internal coordination for streamlined turnaround time.

### Sales Manager (Alsina Formwork Systems)

Mumbai: Apr 2019--June 2021

- Spearheaded the successful generation of 8 Cr business revenue from high-potential regions: Mumbai, Thane & Delhi.
- Nurtured and maintained strong relationships with key stakeholders of esteemed Key accounts, including L&T, S&P Construction, Gulermak Construction, etc.
- Assume responsibility for tender documentation and actively engage in e-biddings, showcasing proactive involvement in project requirements.

### Assistant Manager -Channel Sales (Godrej)

Bhubaneswar Dec 2016- Mar 2019

- Attained 8cr INR in Secondary Sales through channel partners across Odisha.
- Fostering relationships with existing channel partners in Odisha and developing new partnerships.
- Collaborating with cross functional team to fill the RFXs , prepare proposal of Project Leads and working with Channel partners to participated in e-bidding & tenders

## Core Skills

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|---------------------------|------------------------|------------------------|
| • Partner Development     | • Contract Management  | • Business Negotiation |
| • Key Account Management  | • Channel Management   | • Business strategy    |
| • Global Market Expansion | • Business Development | • Partner Marketing    |

## Business Tools

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|------------------------|------------------|------------------------|
| • Jira Work Management | • Confluence     | • MS office            |
| • Spotdraft            | • Salesforce CRM | • Canva Designing Tool |
| • Advance Excel        |                  |                        |

## Education

Odisha University of Technology & Research  
Batch :2012-2016  
CGPA : 8.36