

# Naveen Kumar

## Education

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- 2016-18**      **Symbiosis Institute of Digital and Telecom Management, Pune**  
Master of Business Administration (MBA – Digital and Telecom Marketing)
- 2011-14**      **Maharishi Dayanand University, Rohtak**  
Bachelor of Business Administration (BBA - Marketing)

## Work Experience

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### 2019-21 (Nov-March) Varutra Consulting Pvt. Ltd., Pune, India

#### Senior Executive – Sales & Marketing – BFSI (SaaS Products & Services)

- Worked on all types of CERT-IN and BFSI RFP related to IS Audit, Web & Mobile Application and Network VAPT
- Managing complete Presales work e.g. Identify eligibility and technical criteria, scope of work, responding RFP to submission of RFP (Technical and Commercial proposal)
- Help Founder and other management people to create GTM & New Market Development Plan, SWOT and PESTEL for MSOC & Digital & Social Media Risk Management services, uncover areas of opportunity in new and existing accounts
- Selling Cyber Security services and 3<sup>rd</sup> party products SIEM (IBM Qradar), Anti-Phishing Solution, Cloud Security (Cloud Raxak), and other MSS (DevOpsSec, Secure SDLC, Source Code Review)
- Presentation of company product and services, Demo and POC of 3<sup>rd</sup> party products and company products and services
- Meeting with client technical teams to gather business and technical information and suggesting best solution and services as per their pain point
- Working with the internal cross functional team to implement proposed product & solution and deliver services
- Deliver knowledge transfer program for new joiners, partners and clients

### 2018-19 (Oct-Sep) Pyramid Cyber Security and Forensic Pvt. Ltd., New Delhi, India

#### Assistant Manager – Sales & Marketing- BFSI, IT and Manufacturing (SaaS Products and Services)

- Understanding the product and services and identify the potential clients and channel partners
- Identify the SOW and translate defined requirements to IS Team, create proposal and quotation as per man-days (efforts), submission of RFP, attend the BID negotiation and technical & financial submission meetings
- Manage complete sales cycle from Cold Calling, Email, Zoom Meeting, Face to Face Meeting & Demo, POC, Closing the Order as well responding RFP, working with internal team to create Scope Gathering Form, STP, SWOT, PESTEL, PPT
- Selling company own SaaS Products (SOC and MFA)& Services and 3<sup>rd</sup> party products SIEM (IBM Qradar), Anti-Phishing Solution, Cloud Security (Cloud Raxak), and other MSS (DevOpsSec, Secure SDLC, Source Code Review)
- Communicating with Internal Information Security team and Clients team to schedule meeting & conference call for Technical discussion, SOW, Demo, and POC.
- Communicate with C-Suite people (CTO/CIO/CISO/GM/DGM & AGM –IT) identifying their requirements and pitch the right cyber security solutions as per their requirement. (Increase half yearly company revenue by 20%)
- Manage Social Media Brand Reputation and Investigation, BFSI Compliance, and other Cyber Security projects

### 2018 (June-Oct) Freelancer

#### (Business Development, Marketing and Communication Consultant)

**Client1.** Cloud Telephony Company, Business Development and RFP Consultant, B2B (2 Months)

**Client2.** Digital Marketing-cum Cloud telephony Company, Marketing and Sales Trainer, B2B (5 Days)

**Client3.** Law Education and Advisory Company, Marketing and Growth Consultant, B2B & B2C, (1 Month)

## 2017 (Apr-June) ComputoVision PVT LTD. Pune, India (Internship) (2 Months)

### (Marketing and Communication Consultant Intern)

- Conduct SWOT, PESTEL and Market Research for products like Chat-bot, Cloud Telephony (SMS & Voice), CRM solutions and suggest the best vertical of business
- Create Digital Marketing plan SMS, Email and Voice campaign (IVRS) plan for the company & clients
- Understand the target market, projects and making marketing strategies to attract clients
- Participated and Organized two seminars and one exhibition, providing details of the products.
- Maintain daily, weekly leads & Sales report and discuss to Founder and Cofounder for company growth
- Amongst all Intern the selected one who collaborated with Founder for 2 new products and 1 new client assignment

## 2015-16 (Apr-May) Cognizant Technology Solutions, Noida, India (13 Months)

### (Customer Services Representative – Calling profile)

- Manage 4 Key Accounts in the authorization department
- Understand Client queries and provide solutions to the problem reported through email & Inbound call
- Among the 4 candidates who were selected out of 32 employees for authorization department
- Checking the order details, resolving the problems of Order entry and Documentation team
- Organized knowledge transfer program for the team and new Joiners to fill the knowledge gap
- Ensuring 100% accuracy as per SLA defined with Client, Consistent customer satisfaction by taking constant feedback

## Research Project (During MBA)

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### Exploring the factors affecting Adoption Status and Policies for Internet of Things

- Trend analysis of IOT usage patterns and proliferation of IOT players
- Analyzing the challenges and opportunities of IOT Convergence with AI, Blockchain, Cloud and Data
- Why should government Scrutinizing IOT OEM and Telecommunication companies over security, data breach
- Analyzing different Business models of IOT market (Compliance, IOT Data Analysis, Assets Sharing, IOT Platform as a Service) and how IOT will help and boost underdeveloped and developing countries economy.

## Skills & Certifications

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- **Certifications:** Google AdWords and Google Analytics, Digital and Social Media Marketing (TUV SUD), ITSM (TUV SUD)
- **Trainings & Seminars:** e-ToM, Overview of Cyber Security, ITIL, CEH V10 (EC-Council)
- **Tools:** Office 365, HTML(Basics), SQL(Basics), HubSpot and Zoho(CRM), Mailchimp (email marketing)
- **Courses:** Social media/ NW Investigation and Intelligence, Adv. Cyber & Social media Intelligence Analysis (Udemy)

## Extra-curricular and Co-curricular Activities

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- Head of ICT research club and Member of Marketing team at SITM
- Article published in College Annual Magazine on “Opportunities and Challenges in the emerging Fintech space in India” at SITM
- Participated “STARTUPEDIA 2017” a National Level Business Plan Pitch conducted by IPE, Hyderabad
- Key Contributor to ‘Blockchain – The Untold Story’ written by Mr. Srinivas Mahankali an IIT-B and IIM-B Alumnus, 2018
- Received Spotlight Award for Best Quarterly Performance at Cognizant Technology Solutions, India, 2015
- Core member of Digital Inclusion Team at Cognizant, Noida, 2015

## Hobbies

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- Reading (Article on Current Market Trends)
- Social Work