Nimitt Bhatt

Enterprise Sales Leader | Key Accounts, Connectivity and Cloud Solutions, Channel Partnerships

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SUMMARY

Enterprise sales leader with 22+ years selling connectivity, cloud and mobility solutions to corporate, government and SMB customers in Gujarat. At Jio, delivered INR 7 Cr a year against a INR 4 Cr target (175%) and, as Deputy General Manager, brought 120 dormant channel partners back to selling. At Vodafone, managed 200 corporate accounts worth INR 21.6 Cr a year, including Adani Group, Zydus Cadila and the Government of Gujarat. Runs the full cycle from prospecting to closure and account growth, with partners selling alongside the direct team.

KEY ACHIEVEMENTS

- **INR 7 Cr a year** in enterprise and SMB sales at Jio against a INR 4 Cr target (175%), above 120% of quota every quarter.
- **INR 21.6 Cr a year** in recurring revenue across 200 corporate accounts at Vodafone, including a group-wide Adani Group agreement.
- **INR 1.26 Cr a year** from one new account: 1,500 BlackBerry users at Claris Life Sciences, won against Airtel.
- **11,340 IoT connections** won from Airtel at one SMB account, then grown to 20,000.
- **120 of 240 dormant channel partners** brought back to selling (50%) as Deputy General Manager at Jio.
- **35% shorter sales cycle** and a 200-person direct sales team built from scratch at Jio.

SKILLS

Enterprise Sales: Key Account Management | Strategic Accounts | Government Accounts | Solution Selling | Consultative Selling | Commercial Negotiation | Cross-Selling and Up-Selling

Solutions Sold: MPLS | Internet Leased Lines (ILL) | Enterprise Broadband (JioFiber, JioAirFiber) | Microsoft 365 | Cloud and Collaboration | Enterprise Mobility (BlackBerry) | IoT | Voice | Data Cards

Partners and Channels: Partner Recruitment | Partner Activation | Partner Enablement | System Integrator Partnerships | Joint Account Planning | Lead Sharing

Sales Management: Pipeline Management | Sales Forecasting | Account Planning | Territory Planning | Team Leadership

Tools: Microsoft Dynamics 365 CRM | Apollo | LinkedIn Prospecting | AI tools (Claude, ChatGPT) for account research and proposal drafts

PROFESSIONAL EXPERIENCE

Self-employed | Ahmedabad | Nov 2024 - Present

Independent Sales Consultant

- Advised 10 companies, including startups, on sales plans, target accounts and sales priorities, built around each client's business goals.
- Generated a B2B client's pipeline through LinkedIn prospecting and outreach, contributing to 15 new customers in six months. The client's sales team closed the deals.
- Grew an e-commerce company from zero to INR 4 lakh in monthly revenue by planning its sales funnel and setting up website lead capture and lead tracking.
- Built CRM workflows that automate sales follow-up and pipeline reporting for client teams.

Reliance Jio Infocomm Ltd. | Gujarat | Apr 2015 - Oct 2024

Across the enterprise roles: sold to IT heads with dedicated solutions managers, landed mobility and data cards first, then cross-sold broadband, leased lines and MPLS. Largest single deal: INR 50 lakh in data cards.

Deputy General Manager, Enterprise Sales | Sep 2023 - Oct 2024

- Brought 120 of 240 mostly dormant enterprise partners back to selling (50%), from zero to about 30 sales a month in total, by fixing commission issues, training partners on Jio's enterprise products and running joint account plans, lead sharing and monthly reviews.
- Signed new partners that already served business customers: IT and system integration firms, CCTV installers, distributors and fibre contractors.
- Delivered about INR 1 Cr a year in enterprise sales of JioFiber, JioAirFiber, Internet Leased Lines, MPLS and Microsoft 365, about 70% of it through partners.
- Led 3 territory managers and 40 channel sellers across Gujarat. Set targets and territory plans, and ran monthly pipeline and forecast reviews on Microsoft Dynamics 365.

SMB and Enterprise Sales, Gujarat | Apr 2016 - May 2018

- Delivered INR 7 Cr a year against a INR 4 Cr target (175%), stayed above 120% of quota every quarter and took the team to No. 1 in regional revenue.
- Generated INR 6 Cr a year in recurring revenue from SMB voice and IoT accounts within the INR 7 Cr.
- Won 11,340 IoT connections from Airtel at one SMB account by getting Jio to set up a new network site that fixed the customer's coverage gap, then grew the account to 20,000 connections (about INR 19.8 lakh a month).
- Cut the sales cycle 35% through account research, need-based proposals, CRM automation and weekly funnel reviews.
- Built a 200-person direct sales team from scratch and promoted 14 team leaders from within.

State Lead, Digital Home Delivery | Apr 2015 - Aug 2023

- Built Gujarat's D2C and home delivery business to about INR 13 Cr a year across 126 retail centres and about 2,500 orders a day. Jio used the model as a national benchmark.
- Tripled per-store sales from 4 to 12 units in 18 months.

MTS (Sistema Shyam TeleServices Ltd.) | Gujarat | Dec 2010 - Mar 2015

Senior Lead, Product Management

- Generated INR 15 Cr+ a year from prepaid voice and data programmes, and grew data card subscribers 35%, product adoption 40% and ARPU 25% through targeted offers.

Aircel Ltd. | Gujarat | Aug 2010 - Dec 2010

Deputy Manager, Value Added Services

- Grew SIM and VAS gross additions 11% month on month through college sales programmes in Ahmedabad, Vadodara, Rajkot and Surat.
- Ranked No. 1 in India for unique mobile app downloads and users.

Vodafone Essar | Gujarat | May 2008 - Aug 2010

Product Manager, Data

- Managed 200 corporate accounts with INR 1.8 Cr in monthly recurring revenue (INR 21.6 Cr a year) across about 22,000 BlackBerry and data card connections.
- Closed one agreement covering all Adani Group companies for mobility, BlackBerry and data card services, signed in Ahmedabad and applied across India.
- Won Claris Life Sciences against Airtel: 1,500 BlackBerry users on a custom INR 699 plan worth INR 1.26 Cr a year, bundled with a SaaS app that let medical reps book orders during doctor visits.
- Grew key accounts including the Government of Gujarat, Reliance and Zydus Cadila.
- Doubled BlackBerry postpaid activations across corporate and retail channels.

ICICI Securities | Ahmedabad | Jul 2007 - May 2008

Branch Manager

- Opened a new branch and took it to No. 1 in India for online mutual fund sales, with INR 75 lakh in monthly investments.
- Hired and trained 9 relationship managers across Demat, insurance and mutual funds.

Hutch | Ahmedabad | Nov 2006 - Jun 2007

Key Account Manager

- Retained 90% of corporate accounts and won 20 new enterprise accounts by cross-selling telecom solutions matched to each customer's needs.

Early Career

- **Fedora Solutions, Manager, Project and Client Operations (2004 - 2006):** improved receivables collection 11% on US medical billing projects.
- **Tata Teleservices, Officer, Customer Care (2003 - 2004):** led a 4-person team that resolved 95% of complaints within SLA.

EDUCATION

PG Diploma, Digital Marketing and Communications | MICA, Ahmedabad | 2020 - 2021
MBA, Marketing and Information Technology | Schiller International University | 2000 - 2001
B.Com | L.J. Commerce College, Gujarat University | 1997 - 2000

CERTIFICATIONS AND AWARDS

Six Sigma Green Belt | Strategic Thinking | Jio Outstanding Performance Award (twice) | MTS Golden Award (twice) | Special Efforts Award