

VIKRAMJEET SINGH

Revenue Leadership · Growth Strategy & Operations · GTM & Commercial-Systems · AI-Led Sales Enablement

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PROFILE

Growth operator who builds the engines behind revenue — data infrastructure, channel architecture, pricing and incentive design, retention systems, and AI-led sales enablement — and runs them to deliver ROI. Building over a decade across B2B SaaS, consumer durables, and premium CPG, each mandate reporting to the CEO. Scaled **Busy's partner network from 200 to 400+ in 2 years**, **Hero Cycles e-commerce from INR 40 Cr to 120 Cr** in 2 years, and the retention engine behind **Kama Ayurveda's INR 45 Cr to 100 Cr**. The system is the strategy; everything else is a result.

CORE COMPETENCIES

Strategic Projects · Structured Problem-Solving & Business-Case Development · Commercial Strategy & GTM · Business Process Redesign & Revenue Operations · Governance, KPI & Dashboard Architecture · Channel & Partner Development · Pricing, Margin & Incentive Design · Planning & Forecasting · Customer Retention & Lifecycle · Agentic AI Enablement · Team Building & Operating Cadence · P&L Management · CXO Advisory

CAREER HIGHLIGHTS

- ▶ **Growth engines built** — Busy **INR 50 → 200 Cr** in 3 years, with recurring levers (subscription 20 → 75%, retention 3.5 → 4.5 yrs) driving over 50% of the growth; Kama **INR 45 → 100 Cr** with repeat purchase up 40 → 67%.
- ▶ **D2C & e-commerce overhaul at Hero** — built the D2C webstore, restructured marketplace operations, and opened alternate/institutional channels: **INR 40 → 120 Cr in 2 years**; e-cycle share **+15pp**.
- ▶ **The decision intelligence layer** — at Busy, collapsed 35 scattered trackers into **9 live dashboards**; at Hero, replaced Excel forecasting with an integrated demand-forecasting system (**accuracy 72 → 90%, fulfilment 84 → 96%**); at Kama, built the CBO's retail intelligence MIS and a **93%-accurate demand model** (inventory costs -24%).
- ▶ **Agentic AI in the workflow** — 5-stage stack now runs **70%+ of calling, follow-up, conversion and post-sale workflows**; **INR 5-10 Cr annualised ops cost out**; conversion 3.0% → 5.4%; revenue per employee up with zero headcount cut.
- ▶ **Channels built** — **200+ new partners in 24 months** at Busy leading a team of 53 (share +6pp; **INR 20 Cr** new acquisition revenue, **INR 65 Cr** projected LTV); alternate B2B channel **0 → INR 20 Cr** at Hero from marquee key accounts.

PROFESSIONAL EXPERIENCE

Busy Infotech Pvt. Ltd. (an IndiaMART Group company)

Apr 2023 – Present

Reporting to CEO · India's largest B2B accounting SaaS for SMEs · INR 50 Cr → 200 Cr

AVP – Sales | Commercial Strategy & Transformation

Apr 2025 – Present

GM – Special Projects | Strategy, Planning & Business Transformation

Apr 2023 – Mar 2025

- ▶ Started as the CEO's execution arm: hardcoded sales and service SOPs, built the data infrastructure, and redesigned channel margin and incentive policies across 12 partner-earnings scenarios — eliminating geographic pricing leakage. **EBITDA +9pp**.
- ▶ Collapsed 20-35 scattered trackers — 2-3 days of multi-team prep, functions reporting conflicting numbers — into **9 live KPI dashboards** as the single source of truth; a voice-of-customer loop turned field signal into **18 product and commercial decisions**.
- ▶ Built the integrated annual operating plan and the 5-year growth roadmap — product, regional acquisitions, service excellence, AI-led cost automation, margin restructure, org redesign. Business scaled **INR 50 → 200 Cr at 43% avg YoY** through FY24-FY26.
- ▶ Rebuilt the recurring-revenue engine: migrated the perpetual-licence base to subscription plans, repackaged pricing to drive upgrades and stickiness, and built usage-cohort renewal triggers with outreach playbooks — **subscription penetration 20 → 75% · retention 3.5 → 4.5 yrs · CLV +30%** — driving over 50% of the **INR 150 Cr** growth.
- ▶ Expanded to head national new-partner development, building and leading a **team of 53**: partner-profile scoring, GST-based territories, and a 4-pillar SOP (Recruit → Enable → Execute → Retain). **200+ new partners in 24 months · share +6pp · INR 20 Cr new acquisition revenue · INR 65 Cr projected LTV**.
- ▶ Enabled a 5-stage agentic AI stack — lead routing, AI calling, follow-up loops, conversion agent, post-sale lifecycle: **70%+ of workflow agent-run · INR 5-10 Cr annualised ops cost out · conversion 3.0% → 5.4% · 84% adoption in 6 months**; growth absorbed the freed capacity — no headcount cut.
- ▶ Redesigned the org with CEO and HR — stood up Partner Ops as a new function, corrected span-of-control; attrition down, productivity up. Data-backed hiring scorecard cut **time-to-productivity 30%** and **doubled first-year output**.

Hero Cycles Ltd. / Hero Lectro (a division of Hero Cycles Ltd.)

Nov 2020 – Jan 2023

Reporting to CEO, Group VP E-commerce & Chief Sales Officer · Hero Cycles: India's largest, 42% share · Hero Lectro: India's #1 e-cycle brand, 60% share

Head – Marketplaces | GTM Strategy & Commercial Platform

Apr 2022 – Jan 2023

Head – E-commerce | Revenue Scale & Alternate Channels

Apr 2021 – Mar 2022

Manager – Strategy | Commercial Planning & Operating Model

Nov 2020 – Apr 2021

- ▶ Started assisting the CSO and CEO on sales and distribution growth — dealer and retail productivity benchmarking, territory and beat-coverage planning, and sales-team deployment, target and incentive analysis. Authored the 5-year Lectro roadmap (premium lines, D2C, component localisation, regional warehousing) adopted by CEO and CFO with a phased **INR 120 Cr** investment; built in-house, **INR 50 Lacs** consulting saved.
- ▶ Scaled the digital business **INR 40 → 120 Cr across two years and two successive mandates** — marketplace 40 → 70 Cr through 14 new SKUs and share-of-view operations (**online volume +50%**); **e-cycle share +15pp**. Built the e-commerce team from the ground up — 5+ new roles — and institutionalised a monthly operating review that ran beyond the tenure.
- ▶ Built the alternate B2B channel **0 → INR 20 Cr** by converting marquee key accounts — Domino's, Swiggy, wellness hotels — into repeat institutional demand; **30% recurring**.
- ▶ As Marketplaces head for Hero Cycles, launched the Salesforce-integrated D2C webstore — **INR 30 Cr in 9 months**; replaced Excel forecasting with an integrated demand-forecasting system linking sales signals to production and inventory planning: **accuracy 72 → 90%, fulfilment 84 → 96%, dealer productivity +15%**.

Kama Ayurveda

May 2018 – Oct 2020

Reporting to Chief Business Officer · India's leading premium Ayurvedic beauty brand · INR 45 Cr → 100 Cr

Manager – CRM & Business Analytics

May 2019 – Oct 2020

Business Analyst | Strategy, BI & Investor Relations

May 2018 – May 2019

- ▶ Ran strategic and data MIS support for the CBO — forecasting, retail planning and analysis. Demand model at **93% accuracy across 200+ SKUs cut inventory costs 24%**; a cohort-refined campaign matrix cut **marketing spend 18%** without losing reach. Analysis anchored the case behind an **INR 100 Cr** equity raise from a European strategic investor.
- ▶ Given the customer-retention mandate — north star: growing the active customer base. Built behavioural cohorts, co-designed the loyalty program with marketing, and ran targeted campaigns across omnichannel touchpoints: **repeat purchase 40 → 67% · first-to-second conversion 72% · ARPU +9% · win-back +39%** — deepening growth as revenue scaled **INR 45 → 100 Cr** on new customers plus repeat depth.

EARLIER CAREER

- ▶ **Dell Business Services (NTT DATA) & Dell International** · IT Sr. Associate & Client Tech Support · Oct 2014 – Apr 2017 — Redesigned a global product-return policy that was leaking margin: **USD 1.3M/quarter saved; USD 90K incremental revenue at 300% of target**.
- ▶ **HCL Technologies** · Junior Engineer · Oct 2013 – Oct 2014 — EMEA enterprise technical support; **97% CSAT**.

EDUCATION

- ▶ **PGPM – Business Leadership** · School of Inspired Leadership (SOIL) · Marketing & Analytics · 2017–2018
- ▶ **B.E. – Computer Science** · Chitkara University · 2009–2013

TOOLS & CERTIFICATIONS

Analytics & BI: Tableau · Power BI · Google Analytics · MS Office Suite

CRM & Planning: Salesforce · Oracle · Xeno · Capillary · Demand-forecasting systems

AI Tools: Agentic AI IDEs (Claude Code, Antigravity, Emergent)

Certifications: **Agentic AI for Leaders – Vanderbilt** · Business Strategy – Illinois · Marketing Analytics – Virginia · Customer Analytics – Pennsylvania · Creative Thinking – Imperial College London · Digital Marketing – Google