



HIMANSHU KATARIA

Head of office/Director of Sales and Operations

DETAILS

himanshu_k81@yahoo.com

SKILLS

P&L Management

New Business Development

Operations Management

Budgeting & Forecasting

Hiring, Training & Development

PROFILE

Sales strategist with a 17+ year record of achieving and driving multi-million dollar revenue growth while providing visionary sales leadership in emerging markets. Solid track record in executing go-to-market plans in South East Asia and increasing market share. Innate leadership abilities to recruit, build, mentor and retain top-performing sales teams.

EMPLOYMENT HISTORY

Head of office/Director of Sales and Operations - Cvent Singapore Pte Ltd, Singapore

February 2017 — Present

Cvent, Inc. is a leading meetings, events, and hospitality management technology provider with nearly 4,000 employees, more than 30,000 customers, and 300,000 users worldwide. Cvent offers a suite of cloud-based software solutions to optimize the entire event management value chain and have enabled clients around the world to manage hundreds of thousands of meetings and events.

As Head of Cvent Singapore Key responsibilities include P&L management, formulate marketing, brand planning, and business development strategies to drive revenue growth in addition to running day to day operations. Scaled the office to a team of 23 FTEs which includes Sales Managers, SDRs, customer support, and Account Managers

Impact and Results

- Increased office bookings from \$1.8 mil in 2017 to \$9.8 Mil in 2020. Delivering agreed performance including P&L, market share and customer satisfaction targets.
- Fostered a robust, sustainable network of customers and advocates in the industry including strategic partners
- Executed integrated go-to-market plan and established customer base in Hong Kong, Malaysia and Japan
- Set up account management, customer service and project management structure for Asia

Sr Manager/Head of Sales at Cvent India Pvt Ltd, New Delhi

February 2013 — January 2017

Overseeing the daily operations of sales team. Leading sales strategy and driving growth in unchartered territories. Was key driver of establishing customers in Middle east, Africa and APAC.

- *Lead a team of 10 Sales and Account Managers*
- *India team was primarily servicing Middle East, India, Africa, and APAC region*
- *Devise sales strategy, pipeline, partnerships, and sales targets*
- *Travel to host customer meetings/conferences across MEA*
- *Managing and directing sales operations to meet budget and other financial goals.*

Consultant at Igate Solutions, New Delhi

October 2003 — December 2005

EDUCATION

Bachelors in Information Technology, Manipal Institute of Technology, New Delhi

February 2002 — July 2005

Bachelors of Commerce, Delhi University, New Delhi

February 2002 — July 2005

 **COURSES**

Executive Training Program, Indian Institute of Management

June 2013 — December 2013