

NIMITT BHATT

SALES & ENTERPRISE LEADER | B2B GTM | STRATEGIC ACCOUNTS | CHANNELS | SALES OPERATIONS
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EXECUTIVE PROFILE

Sales and enterprise growth leader with 20+ years of experience across telecom, technology-enabled services and financial services. Led Gujarat revenue portfolios spanning Enterprise, SMB, IoT and D2C worth ₹20 Cr+ annually; built a 200-member SMB sales organisation; acquired 20,000 SME customers in one year; and sustained 120%+ quarterly target attainment. Strong track record in enterprise solution selling, strategic account development, channel ecosystems, GTM execution, CRM-led pipeline governance, territory design and leadership-team development. Currently advising B2B and D2C businesses on GTM, digital demand generation and AI-enabled sales systems.

₹20 Cr+	200	20,000	120%+	210%
Annual portfolio	Sales organisation	SME customers	Quarterly attainment	Partner growth

CORE LEADERSHIP CAPABILITIES

Enterprise Sales Leadership | B2B Revenue Growth | Strategic Accounts | GTM Strategy | Channel & Partner Development | Sales Operations | Pipeline & Forecast Governance | Territory & Account Planning | Consultative Solution Selling | CRM Adoption | Team Building | Digital Demand Generation

PROFESSIONAL EXPERIENCE

- Independent Growth Consultant

Nov 2024 - Present

SEO Rise, Ahmedabad | seorise.io

Advising B2B and D2C businesses on GTM strategy, digital demand generation, sales automation and conversion-led customer journeys.

 - Build GTM, search and demand-generation systems from strategy through execution, aligning positioning, acquisition and sales follow-up.
 - Delivered **three client web platforms** end to end with conversion-focused content and lead-capture journeys.
 - Designed AI-assisted outbound workflows covering prospect research, account prioritisation, messaging and follow-up.
- Reliance Jio Infocomm Ltd. | Progressive Leadership Roles

Apr 2015 - Oct 2024

Gujarat

Nine-year progression across state sales leadership, enterprise channels, SMB acquisition, digital commerce and field operations.

Deputy General Manager, Sales & Marketing, Gujarat

Sep 2023 - Oct 2024

 - Led four state revenue programmes across Enterprise, SMB, IoT and D2C, together worth **₹20 Cr+ annually** and supported by **126 retail centres**.
 - Led **3 territory managers** and **40 channel sellers** to build and activate Jio's enterprise partner ecosystem.
 - Expanded the partner network **210% in four months** and improved active participation from **20% to 45%** through joint account planning, lead sharing, faster commission settlement and monthly performance reviews.
 - Managed the B2B sales cycle for JioFiber, MPLS, Cloud and Mobility on Microsoft Dynamics 365, with weekly pipeline, forecast and partner reviews.
- D2C & Digital Home Delivery Leadership

Apr 2015 - Aug 2023

 - Built Gujarat's first telecom D2C operation from zero and established the model that Jio adopted as a national benchmark.
 - Connected jio.com and app-generated demand to **126 urban and rural retail centres** through a **48-hour delivery SLA** and live order tracking.
 - Scaled the business to **2,500-3,000 daily orders**, **94% on-time delivery** and approximately **₹10 Cr in annual revenue**.
 - Tripled per-store productivity from **4 to 12 units** in 18 months and expanded the operation into tier-2 and tier-3 markets, recruiting and onboarding **200+ staff**.
- SMB & Enterprise Sales | Parallel Mandate

Apr 2016 - May 2018

 - Built a **200-member SMB sales organisation** from scratch, developed **14 team leaders** internally and achieved the region's **top revenue rank**.
 - Acquired **20,000 SME customers** in one year, generating **₹50 lakh** in average monthly recurring revenue, approximately **₹6 Cr annually**.
 - Sustained **120%+ quarterly attainment** through territory design, account prioritisation and disciplined review cadence.
 - Reduced the sales cycle **35%** through CRM automation and weekly reviews; coaching routines reduced attrition **30%**.

SELECTED ENTERPRISE SALES CREDENTIALS

- Owned the **top 200 enterprise accounts** at Vodafone, representing **₹1.8 Cr in monthly recurring revenue** across enterprise data and mobility solutions.
- Managed the complete B2B sales cycle for JioFiber, MPLS, Cloud and Mobility, supported by Microsoft Dynamics 365 pipeline and forecast reviews.
- Expanded Jio's enterprise partner network **210% in four months** and increased active partner participation from **20% to 45%**.
- Delivered **90% retention** and **20 new enterprise wins** while managing key corporate accounts at Hutch.

EARLIER CAREER

Senior Lead, Product Management

Dec 2010 - Mar 2015

MTS (Sistema Shyam Teleservices), Ahmedabad

- Owned product, pricing and promotions for Gujarat's prepaid voice and data portfolio, using customer-usage data to guide commercial decisions.
- Grew the data-card base **35%** and ARPU **25%**; product adoption increased **40%** after restructuring prepaid offers.
- Generated **₹15 Cr+ in annual revenue** through product, pricing and promotional decisions.

Deputy Manager, Value Added Services

Aug 2010 - Dec 2010

Aircel Ltd., Gujarat

- Led college sales programmes across four cities, increasing SIM and VAS sales **11% month on month** and achieving the **No. 1 pan-India** rank in unique mobile-app downloads.

Product Manager, Enterprise Data & Mobility

May 2008 - Aug 2010

Vodafone Essar, Gujarat

- Owned the enterprise data and mobility portfolio for the **top 200 enterprise accounts**, representing **₹1.8 Cr in monthly recurring revenue**.
- Doubled BlackBerry postpaid activations across corporate and retail channels and drove SaaS adoption in corporate and government accounts.
- Developed a live order-entry solution for a leading pharmaceutical company, enabling medical representatives to place orders during field visits and shortening sales cycles.

Branch Manager

Jul 2007 - May 2008

ICICI Securities, India

- Established a new branch with **9 relationship managers** and achieved the **No. 1 national rank** in online mutual-fund sales at **₹75 lakh** in monthly investments.

Corporate Accounts and Business Development

2003 - 2007

Hutch | Fedora Solutions | Tata Teleservices, Ahmedabad

- Managed key corporate accounts at Hutch, delivering **90% retention** and **20 new enterprise wins**; improved US medical-billing receivables **11%** at Fedora Solutions.

PLATFORMS & SALES SYSTEMS

Microsoft Dynamics 365 CRM | Pipeline and forecast governance | Territory and account planning | Sales automation | AI-enabled prospecting | Digital demand generation

EDUCATION

Post Graduate Diploma, Digital Marketing & Communications | MICA, Ahmedabad | 2021

MBA, Marketing & Information Technology | Schiller International University | 2001

B.Com | L.J. Commerce College, Gujarat University | 2000

CERTIFICATIONS & RECOGNITION

Six Sigma Green Belt | MTS Golden Award, twice | Outstanding Performance Award, Jio, twice | No. 1 national rank, online mutual-fund sales, ICICI Securities | Pan-India top rank, mobile-app downloads, Aircel