JAGSIR SINGH

Director of Marketing | Growth | Strategic Partnerships | Enterprise Sales | SaaS

Email: jagsirsinghchauhan@gmail.com | **Phone:** +91-7406008014 (IN) | +1 209 809 4103 (US)
LinkedIn: https://linkedin.com/in/jagsirsmiles | **Location:** Bengaluru, India

EXECUTIVE SUMMARY

10+ years in Brand Marketing, Sales, Storytelling, Data Science, Team Building, and Product Development & Management across Cybersecurity, Healthcare, Banking/Finance and Logistics/Freight Industry Domains. "Zero to One" hands-on professional for building and scaling marketing & sales functions, teams, tools & processes, from scratch.

UNIQUE CAPABILITIES

- Build a **highly creative and efficient team** of marketing and sales professionals
- Build **sustainable revenue pipelines** within an year & scale **inbound** demand growth
- Rapid marketing experiments backed by a **scientific and data-backed approach**
- Achieve **alignment between marketing & sales** teams to execute business strategy effectively
- Implement fastest way to achieve **product-market fit** and figure the best messaging & pricing
- **Scale up existing revenue operations** and pipelines to deliver tangible ROI

WORK EXPERIENCE

Director of Marketing, Growth, Enterprise Sales & Strategic Partnerships
SecPod Inc | 4.5 Years | Oct 2019 - Present | Bangalore, IN

SecPod is a cybersecurity technology company. It offers automation and integrated solutions for cyberattack prevention to Enterprises. I built the marketing and sales functions from scratch, to a fully fledge program within first 2 years scaling SaaS revenues from North America and European markets.

- Personally closed cumulative revenue of $**2M+ ARR individually**, managed 90+ global customers
- **Built $70M cumulative opportunity pipeline with 300% YoY** via inbound marketing to be converted by via direct sales, built strategic partnerships with system integrators, distributors, resellers globally to create a **partner channel generating $30M ARR pipeline with 200% YoY**
- Developed and driven global B2B marketing strategy from scratch for SecPod's enterprise product(s) which led to **3X Revenue Growth YoY** acquiring **350+ mid segment customers from 42 countries in 3 years**, **95% inbound**, organic growth, with LTV:CAC of 4.5
- Led implementation of HubSpot CRM and other marketing tools, built an **inbound lead flow of 600 qualified leads per month with 50% YoY growth** matching Ideal Customer Profile with CPL less than $50, Launched new marketing campaigns on **27 channels** to drive growth
- Fuelled team growth from a **25 member team to 120 member team in 3 years, organically**
- Developed and managed websites (SEO), content marketing, social media marketing, affiliate marketing and partner marketing to effectively target audiences and **increase reach by 400%**
- Built marketing and inside sales teams, from scratch, of **15+ associates** to grow B2B sales
- Worked with the CEO & team leads to drive **cross-platform global marketing strategy** & programs, identify areas of potential growth from target markets, sales enablement and more
- Improved product experience for customers and **launched four new products**

Head - Marketing & Data Science

Health Vectors | 5.5 Years | Oct 2012 - May 2018 | Bangalore, IN

Health Vectors is a health-tech start-up that develops data science solutions for healthcare providers and practitioners to nudge patients in a healthy direction with the help of technology.

- Built and **lead the market development and data science/engineering teams** from scratch
- Built the marketing strategy, developed marketing material, pitchbook, provided support for sales pitches, hustled with the founder to conduct events and build relationships with corporates, payers, providers, diagnostics centres, and doctors, **raised funds from institutional & angel investors**
- Acquired and **managed key client accounts** such as Aditya Birla Health, Columbia Asia Hospitals, Fortis Healthcare, ICICI Lombard and more
- Chief developer & **Patent holder of the data analysis framework** to analyse & predict patient health, worked with doctors to develop **200+ statistical models processing 2M+ Health records**
- Developed the whole framework on **an MS excel workbook that generated first $100K revenue** and then built the entire framework on a platform using R and Python
- Successfully launched **5 effective patient health apps** to generate revenues from various MNC healthcare & insurance providers

ACHIEVEMENTS & CERTIFICATIONS

Patent on Predictive Health Analytics
System and Method for Health Assessment, Prediction, and Management, Patent# US 14149001
https://www.freepatentsonline.com/y2014/0195269.html

Graduated from JioGenNext - Reliance Microsoft Start-up Accelerator Mumbai
Member of start-up accelerator 4-month program where I learned to execute winning strategies for sustainable growth in business and have implemented them at both of my start-up journeys
https://www.jiogennext.com/

Basic Life Support Certification from American Heart Association

EDUCATION

BE in Electronics & Telecommunications
Bhilai Institute of Technology | Durg, Chhattisgarh, IN

INDUSTRY SKILLS & COMPETENCIES

• Global Marketing Strategy • Strategic Marketing Communication • Positioning & Pricing Strategy • Sales • Strategic Partnerships • Content Marketing • Team Building • Servant Leadership • SEO • SEM • PR • SMM • CRM • PPC • Marketing Analytics • Digital & Offline Marketing • Product Marketing • B2B • B2C • Data Science • Customer Success • Client Relationships • Project Management • Performance Marketing • SAAS • Brand Development • Product Development • Email Marketing • Demand & Lead Generation • Channel Partner Marketing • Partner Channel Development • Advertising • Community Development