

Krishnam Malpani

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A versatile Swiss Army knife with **5 years** of experience spanning sales, operations, and marketing. My MBA degree and **PRINCE2** project management certification, coupled with my discipline and people skills, make my skill set unique.

Education

Cardiff University

Cardiff, UK

Full-time MBA, Cardiff Business School | Distinction- Merit

Sep 2022– Sep 2023

- Recipient of the **Cardiff Award**
- **Designed a marketing plan** for Scientific Drilling Corporation (USA) to promote a geothermal product.

Experience

Marketing Manager- Partnerships, Operations & Field Engagement, Humantic AI (Remote) March 2024 – Present

- Steering a network of 70+ Evangelists/Partners, including **top 1% Sales Influencers** like [Krysten Conner](#) and [Heather Murray](#), to drive engagement and amplify brand presence across channels.
- Managing a **\$300K** Field marketing budget to drive strategic initiatives, resulting in a feature by [Gartner](#).
- Owned our G2 reviews [campaign](#), achieving **3rd place** ranking for our AI Sales Assistant Software in America.
- Established vendor relationships in the U.S. to support our gifting, dinner, and [guerrilla marketing initiatives](#).
- Executing our **webinar and Dinner events playbook**—from planning and promotion to coordination, driving a 2x increase in audience engagement and lead generation.
- Led a team of freelancers to ideate and create **marketing collaterals**, including social posts and event banners.
- Grew company LinkedIn followers by **50%** through strategic content and engagement, boosting brand awareness.

CEO's Office– Strategy and Growth Team, eWards (A data analytics company in India) Sep 2021 – Sep 2022

- Received the prestigious 'Ace of Initiative' **award** for enhancing the company's business model, go-to-market strategy, and marketing strategies in collaboration with the Management team.
- Drove **expansion** into 3+ cities and achieved a client retention ratio of >45% by developing new products and enhancing existing offerings based on customer feedback and competitive analysis.
- Successfully managed complex, multi-stakeholder environments, ensuring seamless **coordination** between internal and external teams to achieve project objectives.
- Led cross-functional teams in conducting market research and analysis, identifying key trends and customer insights that influenced **\$30K+** in strategic marketing decisions.

Key Account Manager, Dell Technologies India Sep 2019 – Sep 2021

- Received **awards** and recognitions such as 'Outstanding Performer' and 'Inspiring Individual' nationally for consistently delivering robust performances by applying strategic thinking.
- Spearheaded **user review sessions** and ran stakeholder agreement meetings with large enterprises.
- Managed end-to-end relationships with **global enterprises** like Wacker Chemi AG, Danieli Group, and Thiess Pty.
- Convened **training sessions** for 30+ team members on using internal and analytical tools, which helped improve overall team performance and led to transformative change for our clients.
- Negotiated and supervised client projects (**average value ~\$ 1 Million**) which consisted of IT infra modernization, custom solutioning, and data center computation in collaboration with a team of Dell specialists.
- Formulated new business development strategies and onboarded new channel partners, resulting in strategic wins and an **increase in wallet share** across customer segments by >60%.

Volunteer, Fly Higher India, May 2019 – Present

An NGO empowering young minds from the underprivileged sections of society by imparting life skills.

- Conducting weekly workshops at partner schools with children under 15.

Language with full professional proficiency: English, Hindi, and Bengali.

Interests: Badminton, Football, Chess, Travelling, Financial Markets, and Gastronomy.

Certifications: PRINCE2 Foundation and Practitioner 7th Edition and HubSpot Marketing Hub Certifications

Tools: HubSpot, Asana, Clay, Zapier, Phantom Buster, Stripe, Smartleads, Streak, Semrush, Ocean.io, and Google Analytics