



# SWETA MANPURIA

SPECIALIST PARTNER SUCCESS EXECUTIVE

## OBJECTIVE

My primary goal is to bolster customer satisfaction and foster sustainable success for all stakeholders within the ecosystem.

## SKILLS

My expertise encompasses leadership, strategic planning, and empowering partners and customers with invaluable insights, strategic guidance, and steadfast support in navigating post-sales engagement methodologies and processes.

## ACHIEVEMENTS

- ❖ Achieved 100% renewals in my account list, collectively as a team we delivered indirect renewal of 85.9%, best in all the regions in 2023
- ❖ €80.8m Indirect deployed ACV budget attainment against a target of €50.1m
- ❖ 784 validated Partner CEEs - 413% growth in 2023
- ❖ Published 3 Partner Impact Stories - 100% achievement of target in 2023

## EDUCATION

### IIM VISHAKAPATNAM

2024 -2025

Pursuing Post Graduate Certificate Program in Digital Transformation Strategy & Leadership

### ICFAI

1999 – 2002

Chartered Financial Analyst

### SCOTTISH CHURCH COLLEGE – UNIVERSITY OF CALCUTTA

1996 - 1999

BSc, Economics

## CERTIFICATION

### ELEVES

2022

B2B Customer Success Specialization

## WORK EXPERIENCE

### BIZILLION INNOVATIONS – DIRECTOR, SALES

Nov 2024 – Present

1. Identify and pursue new sales opportunities through cold calling, networking, webinars, events and inbound lead follow-up.
2. Build and maintain strong, long-lasting customer relationships.
3. Present, promote, and sell products/services using solid arguments to prospective customers.
4. Understand customer needs and offer solutions that address their business challenges.
5. Meet or exceed sales targets and KPIs on a monthly/quarterly basis.
6. Prepare and deliver appropriate presentations and demos on products/services.
7. Negotiate contracts and close agreements to maximize profits.
8. Maintain up-to-date knowledge of industry trends, market conditions, and competitors.
9. Report on sales metrics and suggest improvements.
10. Deliver product demonstrations to prospective clients.
11. Build business case and value propositions.

### SAP INDIA - SPECIALIST PARTNER SUCCESS EXECUTIVE

Jun 2022 – May 2024

12. Secure, retain, and expand SAP's indirect customer base.
13. Serve as key liaison for Partners, handling inquiries, resolving issues, and ensuring prompt service delivery.
14. Aid Partners in crafting and executing customer success strategies for satisfaction, retention, and service growth.
15. Guide partner-led customer adoption and path to success, monitoring deployed Annual Contract Value (ACV).
16. Establish Best Practices for Post-Go-Live Success:
  - a. Recommend strategies for post-go-live success.

## CONTACT

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## HOBBIES

Scuba Diving  
Sketching  
Reading

## LANGUAGES

English  
Hindi  
Bengali

- b. Coach partner Customer Success Managers to ensure effective service delivery.
17. Foster a usage-driven culture across the SAP partner network:
  - a. Offer insights on license consumption and telemetry to track consumed ACV and offer improvement suggestions
  - b. Manage release adoption to maintain value delivery and enhance customer experience.
18. Collaborate with partners and internal stakeholders to identify project risks and develop mitigation plans for revenue protection and churn reduction.
19. Participate in Quarterly Business Reviews (QBRs) with Partners for post sales business review.
20. Collaborate with internal SAP teams and Partner Business Alliances Executives to align customer success initiatives with business objectives.
21. Support partners on contractual topics (e.g., license amendments, partner switches, terminations etc.) and maintaining a rolling five-quarter renewal forecast – prioritizing possible renewals at risk.

### **SAP INDIA - SPECIALIST CUSTOMER SUCCESS PARTNER-ARIBA**

Aug 2019 – May 2022

1. Develop and execute comprehensive customer success and engagement strategies to drive client satisfaction, retention, and revenue growth.
2. Lead customers by providing guidance, support, and training to optimize performance and achieve key performance indicators (KPIs).
3. Amplify the Voice of the Customer within SAP, representing the customers' interests, generating insights, removing obstacles, and influencing engineering roadmaps.
4. Develop strategies to address issues and improve customer experience/Net Promoter Score (KPI).
5. Collaborate closely with sales, marketing, product development, and support teams to align customer success and engagement initiatives with overall business objectives.
6. Analyze customer data, feedback, and behavior to identify trends, opportunities, and areas for improvement, and implement effective solutions to enhance the customer experience, product adoption and value realization.
7. Become a trusted advisor and foster strong relationships with key accounts, including C-level executives, to understand their business needs and drive upsell and cross-sell opportunities.
8. Create ROI and Value proposition to customer for continued renewal of contracts and business growth.
9. Conduct regular business reviews and check-ins with clients to review performance metrics, discuss challenges, and identify opportunities for growth and expansion.
10. Develop a customer into a reference and promote customer participation in SAP and Partner sponsored events.
11. Support customers on contractual topics (e.g., license amendments, partner switches, terminations etc.) and maintaining a rolling five-quarter renewal forecast – prioritizing possible renewals at risk.

### **APPVIEWX - AVP CUSTOMER SUCCESS**

Apr 2015-Aug 2019

1. Oversaw an enterprise-level client portfolio, championing their needs within the organization to ensure satisfaction and success.
2. Cultivated and sustained robust relationships with key stakeholders, including C-level executives, to grasp their business objectives thoroughly.
3. Established and refined customer success protocols and best practices to enhance efficiency, scalability, and overall satisfaction.
4. Worked closely with internal teams to tackle customer issues, address concerns, and drive product and process improvements based on feedback.
5. Conducted routine business reviews with clients to assess performance metrics, address challenges, and pinpoint growth opportunities.
6. Create ROI and Value proposition to customer for continued renewal of contracts and business growth.
7. Serving as a conduit, gathering partner feedback to iteratively enhance processes and tools.

8. Collaborating closely with customers to ensure product satisfaction and realization of expected benefits, driving contract renewals and identifying upsell/cross-sell opportunities.
9. Support customers on contractual topics (e.g., license amendments, partner switches, terminations etc.) and maintaining a rolling five-quarter renewal forecast – prioritizing possible renewals at risk.

### **BEROE INC - ENGAGEMENT MANAGER**

Jun 2011–Jun 2014

1. Maintain ongoing communication with project teams and stakeholders to ensure alignment with project requirements and client expectations.
2. Regularly engage with clients to identify opportunities, manage priorities, provide updates, address issues promptly, and offer solutions.
3. Strive for excellence in service delivery, exceeding client expectations by addressing issues effectively and maintaining high standards of quality.
4. Support sales efforts during opportunity assessment and proposal stages.
5. Gain comprehensive understanding of client procurement processes and requirements to draft detailed statements of work for the research team for each project.
6. Formulate project plans encompassing statement of work, delivery timelines, interim reports, midpoint checks, quality assurance measures, and editing.
7. Implement robust project management practices, including change management, scope control, issue resolution, and decision tracking.
8. Ensure projects are delivered punctually according to agreed timelines.
9. Coordinate resource allocation across domains to ensure smooth delivery of market intelligence, especially in high-demand areas.
10. Hold pre- and post-client call debriefs with the research team. Conduct regular reviews with the research team to ensure compliance with the conditions outlined in the statement of work.
11. Train teams to present final reports concisely to clients.

### **DATAMONITOR - LEAD ANALYST**

Feb 2007–Jan 2011

1. Gain a comprehensive understanding of client needs and document their business objectives.
2. Engage in project planning, assess bandwidth availability, manage pipelines, select appropriate research methodologies, drive change management, scope control, issue resolution, and decision tracking.
3. Interpret data, craft reports, and provide actionable recommendations.
4. Led a team of Research Analysts, fostering a culture of excellence in execution, driving continuous process enhancements, and spearheading efforts to enhance scalability.
5. Foster talent development and facilitate career progression for Analysts.
6. Maintain regular communication with stakeholders to identify opportunities for developing new products.
7. Ensure timely project delivery in alignment with agreed-upon timelines.
8. Coordinate resource allocation across domains to facilitate seamless delivery of market intelligence, particularly in high-demand sectors.
9. Conduct pre- and post-client call debriefs with the research team, along with periodic reviews to ensure adherence to the objective of the market research reports.
10. Presenting final reports concisely to clients.

### **EVALUESERVE – BUSINESS ANALYST**

Oct 2005–AUG 2006

1. Conduct thorough due diligence of financial statements, including notes to accounts and management's discussion and analysis.
2. Draft detailed "Initial Coverage" reports.
3. Develop valuation models for mid-sized banks.
4. Regularly update Quebec index.