

## **Cover Letter and Resume for GAD for Customer Excellence Office**

Dear Sally:

I'm keen for the role of Global Account Director for Customer Excellence Office. I have an MBA degree from Olin School of Business, USA. My global experience with consulting and technology firms SAP, IBM and Deloitte and demonstrated ability to work in matrix environment and be successful in a fluid, agile, and team-oriented environment makes me an ideal fit for this role.

Given below is a summary of my experience:

- Leadership Expertise in Building Partnership - I qualified for "SAP Concur APA Club excellence" club for outstanding performance in 2018 and have achieved over 100% of the targets in 2019 and 2020. This was achieved by creating a new partnership strategy, establishing the partnering approach with regional and global consulting partners and software in order to increase revenue in the region. It has involved signing new partners in APAC, removing the older partners and developing customized initiatives in each market.
- Building Cohesion: - Working with various counter parties internally and externally has given me the expertise of Stakeholder mapping of CxOs and building strong relationship with them. This has given me the expertise of developing, collaborating, and synthesizing different agendas to drive change; it helped in aligning our services to their vision and goals.
- Program Management Skills: Numerous consulting projects have given me the skills in developing business goals and translating them into technology, organization, and process steps. And the expertise of planning, collaborating, working in a matrix environment.
- On a personal experience, I started sponsoring a school in the North East India on my parents 50<sup>th</sup> Anniversary. It's been 10 years and the school has grown to 350 students.

I am enclosing my résumé for your consideration. I am confident that I will make a positive contribution to SAP. You may contact me at +65-9238-0185 or via email at [Siddhartha.dev@sap.com](mailto:Siddhartha.dev@sap.com)

I thank you for your time,

Regards,  
Siddhartha Dev

## CAREER HIGHLIGHTS

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15+ years in **Strategic Planning, Partnership Ecosystem and Business Consulting** experience in leadership roles in technology and consulting firms.

**Experience in Global Matrix Organization** as Chief of Staff, responsible for establishing Deloitte's AIG Global Account Team and coaching the Sales Teams on 'Deloitte Client Experience' to accelerate sales opportunities and develop POC/pilot investments thereby improving customer service and sales through structured coordination across business lines and countries.

**Expertise of Program Management** of large and complex growth initiatives, including one for a major bank in Philippines for Digital Transformation.

**Thought Leader in Change Management** - I have worked extensively with Dan Cohen the co-author with Prof Kotter on the 'Heart of Change' and led the writing team for the global thought ware "Putting People First" for Deloitte Consulting Change practice.

**Built Business Development community and partner strategy** linked directly to the requirements of the organization in market unit / country. Building bridges with the parent / larger organization to leverage strengths and enhance execution excellence.

Expert in translating business strategy into technology, organization, and process related activities to boost business outcomes. Led multi-country cross functional teams to streamline processes, reduce costs, and improve productivity.

- Regional Leader GSI's Partnerships (Accenture, Deloitte, EY, IBM & PwC) plus the consulting expertise of working in diverse industries and company, and experience in APAC, India and US.
- Increased revenue and enhanced profitability by developing partner ecosystem for companies.
- Strategic Planning and Execution by keeping an eye on the market, competition and the needs of the clients.
- Driving for results by increasing revenue opportunities and productivity for companies and higher ROI for projects.
- Led cross-functional teams globally in diverse industries and across functions.

Excelled in Academics and Sports

Represented Indian national Team in Basketball while in College

Recipient of Dean's Merit Scholarship, Olin School of Business, Washington University (2004)

## SKILLS SUMMARY

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Strategic Planning  
Team Management  
Stakeholder Management  
Business Development  
Change Agent

Partnership Ecosystem  
Program Management  
Conflict Resolution Skills  
Innovation  
Business Needs Analysis

Global Leadership Experience  
Leading Global Strategic Partnerships  
Coaching Mentality  
Relationship Building  
Negotiation Skills

## PROFESSIONAL EXPERIENCE

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### SAP CONCUR

#### APAC Head of Partnerships for Service Partners and Big 4

Singapore, Apr 2017 – Present

Providing Leadership, Developing Strategy, and defining initiatives required to meet the 70% CAGR growth target 2020 for cloud business

- Regional Lead for Asia Pacific (APAC) Business Development and channel resources
- Qualification for SAP Concur APA Excellence Club for achieving 130% of the target in 2018. On track to qualify in 2020 as well. Three of my team members also qualified for Excellence Club in 2018 and 2019.
- Increased revenue and pipeline by 400% in 3 years through the SI partner network (2016 to 2019)
- Built Partner capacity from zero to where over 75 projects are being delivered by partners in 3 years (2017-2020)
- Onboarded 26 market unit partnerships with Accenture, Deloitte, PwC, and EY. These partnerships are operational in Asean, India, GC region and ANZ countries.
- Guiding, Coaching, and Mentoring a team of five Partner Business Managers across APAC and ensuring that they succeed.
- Formulated and implemented Regional Partnerships with Accenture and Deloitte in APAC. It aided in:
  - Increasing investment in building differentiated solutions to take to market.
  - Increasing pipeline of opportunities from these partners from seven in 2017 to 52 in 2020
  - Improving the win rate from 18% to 38%.
- Strategic Implementation of “House of KPI’s” to deepen the relationship with partners, measure, and track performance across Demand Generation, Pipeline, Wins, and Delivery.
- Identified and developed relationship with SAP organization (Sales, pre-sales, alliances teams) leading to a 150% increase in ARR.
- Leading the Partner Development team including hiring, mentorship, and performance management.
- Developed customized initiatives in each market to meet the ROI, growth and profitability requirements of the clients — SAP Concur and the partner.

### IBM

#### ASEAN Leader, Strategy & Transformation

Singapore, Jul 2013 – Aug 2016

I had two roles in IBM. Firstly as an Account Executive for Bank of Philippines Islands (BPI), joint business planning with BPI, stakeholder management of the CxO's and program management of digital transformation projects in BPI and secondly as a Business Unit Lead for Strategy & Transformation for ASEAN region.

- Won sales pursuits of US\$ 2.7 million in 2014-15, US\$ 1.5 million in 2013-14 by focusing on customer relationships, business requirements gathering, developing business cases and innovation workshops.
- Established alliance between IBM and Workday in ASEAN region.
- People Manager of 12 in ASEAN region

#### Key Projects:

- Project Manager of 12 multi-country resources on the digital transformation project of BPI.
- Defined Roadmap and Maturity Assessment for Interflour SAP journey.
- Led a team on Data Strategy and Governance project for BPI.

### KPMG

Mumbai, India, Jun 2012 – Jul 2013

#### Business Unit Head, Advisory

Responsible for the business unit performance including managing people, sales, utilization, proposals, and billing.

- Managing Strategic Partnership with Tata Consultancy Services.

#### Key Projects:

- Business Transformation Lead for the one of the largest waste management company in India
  - Defined the Gap between to-be and as-is capabilities and processes for the client
  - Developed new processes and restructured the organization to improve productivity and reduce costs.

**IBM**

Mumbai, India, Nov 2009 – May 2012

**Senior Managing Consultant**

Responsible for Global Integrated Capabilities delivery expansion in India Geo.

- Increased sales by 250% from 2009 to 2011 for Global Integrated Capabilities in India.
- Managing Strategic Partnership with SAP.

Key Projects:

- Assisted Transformation Lead - IT Transformation Program which required 15 projects to be delivered over five years in the ASEAN region for Malaysia's largest bank.
- Project Lead - Setting up for Service Integrated Hub for IBM in Singapore and Ireland

**DELOITTE CONSULTING**

New York, USA, Sept 2004 – Feb 2009

**Manager**

Responsible for project delivery and business development

- Chief of Staff for Deloitte's AIG Global Head, responsible for developing strategy and planning for the account. Sales to client increased from \$32 million in 2006 to \$50 million in 2008.
- Led and won sales pursuits of \$4.0 million from 2006-2008.
- Managing Partnership with Concentrix.
- Global Program Manager - Development of the People Dimension of Transformation (PDT) service offering providing an integrated and consistent approach to planning, and deploying solutions that addresses challenges within large-scale projects such as outsourcing, shared services, mergers, and divestitures.

Key Projects:

- Project Manager (Latin America): Shared Services implementation for Shell.
- Project Manager - Real Estate Outsourcing design and implementation project for professional services firm.
- Functional Lead - Systems implementation of a Fortune 500 financial services firm in US.
- Functional Lead - Merger & Acquisition project for an alternative asset manager with a focus on real estate.
- Team Member - Business simplification project for large telecom company in US

**ANHEUSER-BUSCH**

St. Louis, USA, May 2003 - Feb 2004

## Internship

- Increased visibility in the budgeting and spending of large projects resulting in improved project control.

**SSJ SOLUTIONS**

Noida, India, Aug 2000 - Jul 2002

## Director

- Managed accounts of Motorola and Wipro to increase billings by 50% over two years.

**SONA**

Gurgaon, India, May 1997 - July 2000

## Corporate Management Associate

- Member of the Deming Award winning team

**SSJ SOLUTIONS**

Noida, India, July 1993 – March 1995

## Director

- Expanded SSJ Solutions reach and networked to gain new business and managed accounts of four companies, increased revenues by 50%.

**OTHER INTERESTS**

- Completed Mumbai Half Marathon in 2011 & 2012 and raised US \$ 14,000 both years for Center for Hearing Impaired Children (CHIC) in Jamshedpur.
- Sponsor a small school, till 4<sup>th</sup> Standard, in Wangoo District, Manipur

**EDUCATION****OLIN SCHOOL OF BUSINESS, WASHINGTON UNIVERSITY, St. Louis, MO**

Master of Business Administration, May 2004

Dual concentrations in Strategy and Finance

**AMITY BUSINESS SCHOOL, Noida, India**

Post Graduate Diploma in Management, May 1997

**DELHI UNIVERSITY, New Delhi, India**

Bachelor of Arts in History (Honors) St. Stephen's College, July 1993