

## Contact

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## Top Skills

Solution Selling  
Cross cultural relationship  
management  
Contract Negotiation

## Languages

English  
Hindi

## Certifications

Selling to Executives

## Honors-Awards

Newgen EMERGE Leader

## Publications

Breaking The Shackles of Broken  
Processes

# Bindesh Pandey

Vice President - Business Development (Digital Financial Solutions)  
at Comviva  
New Delhi

## Summary

Over 15+ years experience of driving Go-to-market strategy across markets in Europe, Middle East, Africa and South East Asia, with successful outcomes. During this period have worked with marquee clients across Banking & Financial Services, Insurance, Government Institutions and Large Enterprises. My approach to sales is consultative. Understanding business problems and the impact of those problem across various functions, and accordingly proposing a solution. I take pride in giving right advice to my customers. Would rather lose a deal, than losing trust of my customers.

### Skills:

1. Go To Market Strategy Planning & Execution
2. Solution evangelist for customers
3. Sales Planning & Account Management
4. Team Management & Mentoring
5. Complex Contract Negotiations
6. CXO Engagements
7. Speaker At Different Industry Forums

Solution expertise : Core Banking System (Finacle), Digital Banking Software, Agency Banking, Omni-channel engagement hub, Loan Origination, Collections Management, Enterprise Content management systems, Intelligent Automation, Business Process Management and Workflow Solutions, Robotics Process Automation, Low-code, no-code platforms

### Achievements:

Opening new markets across continents - Europe, Africa, Asia Pacific.

Responsible for successfully closing large, multi-million dollar, transformational deals as new logo's.

Pioneered account based marketing for large strategic deals within the organization

Build a successful and well oiled sales engine - bringing together marketing, inside sales, channels and field sales teams  
Supported internal talent development through coaching and mentoring

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## Experience

### Comviva

Vice President - Business Development (Digital Financial Solutions)

April 2022 - Present (1 month)

Gurugram, Haryana, India

### Newgen Software

3 years 10 months

#### Business Head

June 2021 - March 2022 (10 months)

Heading Africa business operations - driving GTM strategy for the region. This includes:

- 1) New Business Acquisition
- 2) Account Based Marketing
- 3) Outreach and business development
- 4) Account Mining
- 5) Client Engagement (For Existing Clients)
- 6) Alliance Management
- 7) Engagements with consulting (Big 4) organizations

Leading a team of regional sales managers and business development managers.

### Reginal Mgr & Sales Head - Africa

June 2018 - June 2021 (3 years 1 month)

New Delhi Area, India

Wikipedia says Africa is "the world's second largest and second most-populous continent". A continent which is often misunderstood, misrepresented to the world outside. But once you've been here - high chances that you'd fall in love with Africa; much the way I did. I've known Africa since 2009. In my role as Regional Head for Africa, I'm responsible for driving Go To Market for the region. My GTM execution responsibilities include revenue generation from new and existing customers, driving marketing and channel strategy for the region, building and engaging with the regional ecosystem comprising of

partners, analysts, thought leaders, regulators etc. In this role leading team of direct and inside sales team members.

## EdgeVerve

Associate Director - Finacle (South East Asia)

April 2017 - June 2018 (1 year 3 months)

Gurgaon, India

Edgeverve (EV) is 100% owned subsidiary of Infosys Ltd. EV focuses on all the software 'products & platforms' offered by Infosys. Finacle is one such platform. It is an universal banking solution which has been ranked as leader among Core banking solutions for 10 years in a row now. It powers banking services for 16.5% of the world's banked population ~ Approx 850 Million+ Customers, in over 94 countries.

Finacle Universal Banking Suite includes - Core Banking System, Digital Channel solutions for internet banking, mobile banking, financial inclusion/ agency banking, loan origination solutions for retail and corporate, Treasury, Wealth Management, Customer Self-Service solutions etc.

I am part of Finacle sales & client engagement team for South East Asia. In this role I am responsible for engaging with banks who are at various stages in their Finacle journey (e.g. pre-evaluation, evaluation, selection, implementation).

I am also responsible for engaging with the non-client ecosystem, including but not limited to channel partners, system integration partners, consulting partners. My responsibilities include -

- 1) new business development (\$ revenue target for the region). This includes revenue from Finacle solutions as well allied Third party solutions.
- 2) engagement and expansion of relationship with existing customers, liaising with ecosystem (re-sellers, system integrator, consulting organizations, 3rd party solution providers) to effectively achieve the two key objectives shared here.

## Newgen Software Inc

11 years

DGM & Regional Manager (Southern & West Africa)

April 2016 - April 2017 (1 year 1 month)

New Delhi Area, India

Sales management role for two key regions within Africa. Hybrid role - with Individual contribution responsibility for strategic accounts whilst leading team of sales managers for South + Southern Africa and west Africa. On granular level this includes : driving complete sales cycles, mentoring & guiding

sales team members, liaising and relationship management with different entities in the regional ecosystems (System integrator, consultants, VARs, Analysts, Consulting organizations). Besides New Account Acquisition, the role also involved contribution towards farming revenue through relationship management with existing customers, and unearthing new opportunities. Lead team of 2 direct sales reps, and dotted line for 4 inside sales team members.

#### Regional Sales Manager - Southern & West Africa (EMEA)

May 2015 - March 2016 (11 months)

New Delhi Area, India

New Business Development/Sales initiatives for the region.

#### Regional Sales Manager - West Africa(EMEA)

April 2014 - May 2015 (1 year 2 months)

1. Carrying dual responsibility of individual contribution for a defined set of accounts, and leading a team for sales & business development in the region (West Africa)

2. Key aspects of this role include - new sales & business development, account management, channel alliance management

#### Business Development Manager-West Africa & Turkey(EMEA)

April 2013 - March 2014 (1 year)

Individual contributor role covering emerging geos - West Africa and Turkey.

KRA include:

1. Sales quote achievement (top-line, and new logo acquisition)
2. Effective funnel management - optimally using all lead generation channels (partner, inside sales, direct efforts)

#### Business Development Manager - West Africa (EMEA)

July 2011 - March 2013 (1 year 9 months)

Responsible, on regional (west Africa) level, for:

- New business
- Account management & mining
- Relationship management
- Channel / Alliance Management

#### Key Account Manager-West Africa(EMEA)

January 2011 - June 2011 (6 months)

1. New Sales (Hunting) from West African countries (viz. Ghana, Nigeria, Senegal and others)

2. Additional sales/mining from existing accounts in the region
3. liaise with channel partners & support them in their endeavors linked to Newgen's solution sales/pre-sales.

#### Account Manager - West Africa(EMEA)

October 2009 - December 2010 (1 year 3 months)

- Responsible for New Sales, Business development initiatives across West Africa (Ghana, Nigeria, Liberia, Sierra Leone and other west african countries). In parallel, continue to handle named accounts across East Europe.

- Handle relationship with existing alliances / channel partners. Strategize and executing account specific plan.

#### Account Manager-Central & East Europe(EMEA)

June 2007 - March 2010 (2 years 10 months)

Direct sales role, as an individual contributor, responsible for :

- Generating New Business across Central & East Europe (Czech Rep, Slovak Rep, and Bulgaria)
- Account Mining
- Establish partner base for Sales & Support; and Strengthen relationship with existing partners & System Integrator

Key Achievement: Opened east-European market for Newgen, with entry in Bulgarian market. This marked Newgen's first major customer in Europe.

#### Account Manager-Global Business Development

May 2006 - May 2007 (1 year 1 month)

Inside-sales role

- Responsible for business development campaigns across Middle East and Europe.
- Campaigns would entail database preparation, cold-calling, follow up through various modes (email, phone, social platforms). KPIs included : leads generated
- Additional responsibility included : meeting in-coming business delegations from various regions (in EMEA) and nurturing any leads coming out of such delegations.

#### ICICI Prudential Life Insurance Company Limited

Summer Intern

April 2005 - June 2005 (3 months)

Summer Project Titled "Analysing & Understanding Synergies Of High Net Worth Individuals (HNIs) with their Investment Distribution Channels"

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## Education

Indian Institute Of Information Technology

MBA, Business Management, Information Technology · (2004 - 2006)

INSTITUTE OF TECHNOLOGY AND SCIENCE, MOHAN NAGAR,  
GHAZIABAD

BCA, Computer Applications · (2001 - 2004)

Mamta Modern Sr. Sec School

Senior Secondary Schooling · (1999 - 2001)

Kendriya Vidyalaya

Primary Schooling · (1989 - 1999)