
MANAJIT PAUL

AI STRATEGY & ADOPTION CONSULTANT | BUSINESS TRANSFORMATION & REVENUE GROWTH

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LINKEDIN

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PROFESSIONAL SUMMARY

Business transformation, revenue growth, and technology consulting professional with 6+ years of experience helping organizations drive growth, improve operational efficiency, and accelerate technology adoption across Digital Advertising, SaaS, ERP, and AI-enabled business environments. Currently managing a \$100M+ quarterly advertising portfolio across 1,000+ brands while partnering with business leaders to identify growth opportunities, optimize business processes, improve customer outcomes, and leverage AI-powered workflows for measurable business impact. Experienced in AI strategy, AI adoption, AI enablement, AI-assisted business analysis, workflow automation, go-to-market transformation, customer success, stakeholder management, and digital transformation initiatives.

SKILLS

- AI Strategy & Roadmapping
- AI GTM Strategy
- AI Use-Case Discovery
- Strategic Consulting
- AI powered Sales & Customer Success
- Revenue Growth
- AI Adoption & Enablement
- Generative AI
- Business Transformation
- Executive Stakeholder Management
- Digital Transformation
- AI-Assisted Research & Decision Support

WORK HISTORY

Account Specialist – Meta, 03/2025 - Current

TDCX – Bangkok

- Manage a \$100M+ quarterly advertising portfolio across 1,000+ global brands, advising organizations on growth strategy, customer acquisition, retention, and performance optimization.
- Act as a strategic advisor to founders, executives, and marketing leaders by translating complex business and performance data into actionable recommendations.
- Apply AI-assisted analytics, research methodologies, and workflow automation techniques to accelerate business analysis and improve decision-making effectiveness.
- Drive platform adoption, stakeholder alignment, and customer success through consultative engagement and strategic account planning.
- Collaborate with product, operations, and support organizations to improve customer outcomes and operational performance.

Business Development Manager – SAP Solutions, 07/2024 - 02/2025

Infocus Technologies – Kolkata

- Generated \$300K+ in enterprise software revenue while achieving 118% quota attainment.
- Consulted executive stakeholders on ERP modernization, digital transformation, process optimization, and business technology strategy.
- Completed SAP Business AI enablement programs focused on enterprise AI applications and workforce transformation.
- Conducted discovery workshops to identify automation opportunities, operational inefficiencies, and technology-driven business improvements.

Sales Development, 06/2023 - 06/2024

Keka Technologies – Hyderabad

- Generated \$80K+ in net-new ARR through strategic account development and consultative sales methodologies.
- Leveraged AI-assisted research, sales intelligence platforms, and data-driven targeting strategies to improve pipeline quality and customer engagement.

Business Development Manager, 05/2020 - 06/2023

BYJU'S – Bangalore

- Developed expertise in revenue growth, stakeholder management, customer success, business consulting, and technology adoption across high-growth environments.
- Led and developed a high-performing sales team, driving business development initiatives and consistent achievement of sales objectives.
- Monitored sales performance, pipeline health, and forecasting metrics to support data-driven decision-making and operational excellence.
- Maintained CRM accuracy and pipeline visibility through disciplined opportunity tracking, sales reporting, and customer relationship management.

Business Development Executive, 06/2019 - 03/2020

Extramarks Education – Noida

- Identified and developed new business opportunities across India through strategic prospecting and market research, resulting in increased customer engagement.
- Delivered compelling sales presentations and value-based proposals, effectively communicating product benefits to advance business development efforts.
- Supported commercial negotiations, enabling successful deal closures by aligning pricing and timelines with client needs.

EDUCATION

Bachelor of Computer Applications (BCA): Information Technology, 03/2019

Maulana Abul Kalam Azad University of Technology - India

LANGUAGES

English

Hindi

Bengali

CERTIFICATIONS

Claude Code & Claude Cowork

Meta Certified Media Buying Professional

Meta Certified Digital Marketing Associate

SAP Business AI for SAP SuccessFactors

SAP SuccessFactors Sales Ambassador

HubSpot Sales Software Certification

Prompt Engineering: Master AI