DEEPKUMAR JANARDHANAN, MBA, PMP, MCSD

VP GLOBAL MARKETING | B2B TECHNOLOGY & SAAS | GTM · REVENUE MARKETING · DEMAND & PIPELINE

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EXECUTIVE PROFILE

Technology Executive with Marketing Mastery and substantial B2B technology marketing leadership across India and the United States. Combines GTM, positioning, demand and pipeline generation, sales enablement, account growth and commercial execution with deep technology and delivery expertise.

SELECTED IMPACT

- B2B growth leadership across Insurance, Retail, technology services, enterprise software and professional services.
- GTM leadership spanning ICP, segmentation, positioning, messaging, solution positioning, launch planning and sales enablement.
- Revenue and pipeline orientation across lead generation, account development, opportunity creation and funnel management.
- Won three enterprise logos resulting in multi-million-dollar projects and revenue.
- Grew Insurance & Retail 13% YoY for three consecutive years.

CORE CAPABILITIES

B2B Technology & SaaS Marketing · GTM Strategy · Revenue Marketing · Demand Generation · Pipeline Strategy · ABM · Positioning & Messaging · Product / Solution Marketing · Sales & Marketing Alignment · Sales Enablement · Account Growth · New-Logo Acquisition · Marketing Performance · Funnel Analytics · Marketing Operations · CRM / Marketing Automation · Global GTM

PROFESSIONAL EXPERIENCE

Principal / Delivery Head | Cerebral Ops | 2023–Present

Technology, business and delivery leadership across SaaS, ecommerce, cloud, AI and digital transformation.

- Establish delivery governance, KPI frameworks, portfolio visibility, executive reporting and delivery-rescue practices.
- Develop positioning, service offerings and GTM approaches for technology-led initiatives.

Global Practice & Delivery Head | Experion Technologies | 2021–2023

Global delivery, technology, presales, strategic accounts and commercial performance.

- Led an organization that grew from 350+ to 800+ professionals.
- Grew Insurance & Retail 13% YoY for three consecutive years and improved margins by 30%+.
- Directed architecture, systems design, development, quality, deployment and AI-enabled transformation initiatives.

Vice President — Technology, Global Delivery & Presales | KnowledgeTech | 2018–2021

Technology leadership, global delivery, PMO, presales, solution strategy and executive client relationships.

- Led portfolios exceeding $16M with 200+ distributed professionals.
- Improved on-time delivery from 40% to 95% within three months and reduced backlog by 70%.
- Improved forecasting accuracy by approximately 40% and reduced response times by approximately 50%.

Vice President — Technology, Marketing & Support Services | Crimson Interactive | 2016–2018

Enterprise-wide technology, marketing and support leadership for an organization of approximately 800.

- Led acquisition integration across technical, operational and marketing functions.
- Improved client satisfaction by 26% and operational productivity by 19% YoY.

Co-founder / CEO | AGIL FactoryDireq | 2014–2016

Company strategy, product development, technology, client engagement and commercial execution for a D2C ecommerce application.

- Created end-to-end technology architecture for a D2C online shop.

Earlier Technology & Program Leadership | 1995–2014

Risk Edge Solutions, Gravitas, Data Concepts (USA), Net Matrix (USA), Pioneer Data Solutions (USA), Silverline / TechSoft.

- Progressive experience across software engineering, .NET, architecture, product/program management and U.S. client delivery.

EDUCATION & CERTIFICATIONS

MBA — NIBM, Chennai (2014), specializing in Technology and Marketing · PMP — PMI (2013) · MCSD — Microsoft (2002) · Bachelor of Commerce — Osmania University (1995)

INTERNATIONAL & INDUSTRY EXPERIENCE

U.S. onsite experience: 2001–2012. Direct client and project experience across USA, UK, Europe, Gulf / Middle East, Asia, Africa and Australia. Industries include hedge funds, retail banking, P&C; insurance, land-title insurance, retail POS, supply chain, B2B and D2C ecommerce, government, telecommunications, utilities / power and technology products and services.