

# ASHWIN ADHIKARI

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## SENIOR BUSINESS LEADER | EDTECH & SAAS GROWTH STRATEGIST | MULTI-CRORE P&L & NATIONAL TEAM LEADERSHIP | BUILDER OF NEW VENTURES & STRATEGIC PARTNERSHIPS

Senior Business Leader with 20+ years of proven experience building and scaling new ventures and verticals in EdTech and SaaS, transforming early-stage initiatives into structured, high-growth businesses. Successfully oversees multi-crore revenue portfolios and leads national teams while establishing strategic alliances with premier global institutions including Cambridge and Harvard. Recognized by founders for designing and operationalizing comprehensive growth strategies—from market entry to national expansion—and translating complex opportunities into measurable business impact through entrepreneurial rigor and strategic execution.

### CORE SKILLS

- **New Venture Development & Scaling:** Building and expanding business verticals from concept to high-growth operations.
- **P&L Leadership & Revenue Growth:** Driving multi-crore portfolios with disciplined financial oversight and measurable top-line growth.
- **Strategic Partnerships & Global Alliances:** Structuring collaborations with premier institutions to enhance credibility, adoption & impact.
- **National Team Leadership & Cross-Functional Alignment:** Leading high-performing teams across regions, ensuring seamless execution and operational excellence.
- **Growth Strategy & Market Expansion:** Designing go-to-market frameworks to capture new markets, scale offerings & accelerate growth.

Enterprise Sales Strategy | Business Transformation | Market Entry & Expansion | Stakeholder & Investor Engagement | EdTech Product Commercialization | Revenue Forecasting & KPI Optimization | Institutional Partnerships & Alliances | Change & Growth Management

### STRATEGIC WINS

#### Key Highlights in Sales & Marketing (2003 – 2012)

*Developed foundational expertise in B2B/B2C sales, client acquisition, channel development, and territory expansion across industrial, financial services, and education sectors.*

- **Bhushan Steel & Strips Ltd:** Transitioned from engineering to commercial leadership, developing early foundations in client acquisition, B2B sales, and marketing strategy.
- **Reliance Life Insurance:** Expanded territory sales and distribution networks, strengthening presence in financial services.
- **Educomp Solutions:** Ranked as top-performing sales leaders nationally, securing large-scale institutional closures in education segment.

#### Key Highlights in SaaS & EdTech Scaling (2012 – 2019)

*Built & scaled education-focused SaaS & digital learning startups, leading enterprise sales, partnerships & expansion to multi-crore revenues.*

- **Buzzyears / Skolaro:** Expanded enterprise SaaS adoption nationwide, closing ₹6 Cr in Year 1 and ₹10 Cr in Year 2. Structured alliances with Sify Technologies and won Top Performer Awards in FY 2013 & 2014.
- **Edutor Technologies:** Generated ₹5 Cr+ revenue through marquee client acquisitions across K-12 and higher education. Built alliances with Apple, Microsoft, Lenovo & global publishers (Cambridge, Scholastic, Oxford, Cengage), expanding distribution and content reach.
- **KARE Enterprise:** Delivered ₹32 Cr+ in annual revenue with 90% year-on-year growth and full P&L accountability. Secured contracts with major education chains and corporates, achieving 100% client retention.

#### Key highlights in Senior Leadership & P&L Ownership (2020 – Present)

*Steering P&L, national expansion, and strategic global partnerships for high-growth edtech and digital platforms, managing multi-crore revenues and senior leadership teams.*

- **Jio Embibe:** Pivoted West Zone from B2C-only to B2B/B2B2C, driving 175% revenue growth (₹4 Cr → ₹7 Cr) during the pandemic. Scaled enterprise client base across Maharashtra, Gujarat, Chhattisgarh, and Madhya Pradesh, achieving #1 national ranking in revenue and client acquisition.
- **Verse Innovation / DailyHunt:** Delivered ₹18.5 Cr in media bookings and ₹11 Cr TCV from SaaS conversions with complete P&L accountability. Acquired 25 higher education (universities, colleges) and K-12 institutions, converting 50% of POCs into paid subscriptions and scaling digital SaaS adoption.
- **Vedantu Innovation:** Launched hybrid learning centers by converting 50% of 30 LOIs into MOUs, enrolling 1,200 students at an average fee of ₹55,000, creating significant top-line contribution. Built a national sales team and executed pan-India go-to-market strategy, capturing Tier 2 & Tier 3 market opportunities.
- **MAF Technologies:** Orchestrating nationwide business expansion across all product lines, scaling adoption across ~150 schools/colleges, targeting triple revenue growth (\$2M → \$6M) in 12–24 months. Driving enterprise go-to-market strategies for STEAM, AI & Robotics, Entrepreneurship, and Life Skills programs across new geographies and customer segments. Forging exclusive alliances with Cambridge University and Harvard, enhancing credibility, market adoption, and program differentiation.

## WORK EXPERIENCE

### SENIOR VICE PRESIDENT | MAF TECHNOLOGIES (GETSETLEARN), MUMBAI | JAN 2024 – PRESENT

- **PAN-India Revenue & Enterprise Growth:** Expanding operations in **Tier 2 & Tier 3 cities beyond the Tier 1 cities**, capturing untapped markets and unlocking new institutional partnerships.
- **Market Expansion & Program Leadership:** Aligning program offerings with **21st-century skill demands**, ensuring curriculum relevance and competitive differentiation.
- **Building & Steering High-Performance Teams:** Architecting a **national sales and business development organization**, mentoring leaders, defining KPIs, and driving performance excellence across all product verticals.
- **Program Portfolio & Adoption:** Leading hybrid education programs: **Robotics & AI** (STEM for K-12), **Entrepreneurship Skills** (Cambridge co-certified, critical thinking & financial literacy), **Life Skills** (Harvard-developed, leadership & collaboration).

### HEAD – HYBRID LEARNING CENTERS (K12) | VEDANTU INNOVATION, BANGALORE | FEB 2023 – OCT 2023

- **Pan-India GTM & Market Expansion:** Built a **national team** to identify high-potential schools, colleges and coaching institutions, executing a **go-to-market strategy** aligned with growth objectives.
- **Strategic Alliances & Financing Programs:** Structured **partnerships with education financing providers**, enabling flexible payment options and expanding market adoption.
- **Executive Reporting & Cross-Functional Alignment:** Delivered **weekly performance updates to CEO**, collaborating with marketing, digital, and operational teams to optimize campaigns and lead conversion.

### REGIONAL BUSINESS HEAD – EDUCATION | VERSE INNOVATION (DAILYHUNT), MUMBAI | MAY 2021 – JAN 2023

- **Strategic Partnerships & Market Development:** Collaborated with universities, K12 schools, colleges, EdTech enterprises, and channel partners across West and East India to expand footprint and enable cross-selling of integrated solutions.
- **Lead Generation & Operational Excellence:** Optimized call center operations, increasing high-quality lead contribution from **10% → 40%**, enhancing pipeline efficiency and sustaining partner operations.
- **Leadership & Recognition:** Built and led the **education vertical from inception**, mentoring a high-performing sales team; awarded **Most Promising Upcoming Leader 2021–22**.

### WEST ZONE HEAD | JIO EMBIBE, MUMBAI/BANGALORE | JAN 2020 – MAY 2021

- **Team Leadership & Performance:** Directed West India team to achieve **#1 ranking in revenue and client acquisition** across all quarters.
- **Key Partnerships:** Forged alliances with **education financing providers** including Financepeer, GrayQuest, and Paytm, unlocking additional revenue streams.
- **Advisory & Strategic Input:** Core member of the **K12 B2B/B2B2C GTM strategy team**, advising the Founder & CEO on enterprise strategy and regional growth.

### STATE HEAD | KARE ENTERPRISE PVT LTD | MUMBAI | NOV 2017 – JAN 2020

- **Digital Transformation:** Built **custom e-commerce platforms & microsites** for institutions, centralizing procurement of uniforms, books, and ancillary supplies, bringing transparency to a fragmented market.
- **Organizational Leadership:** Led a **10-member team** (6 sales, 4 operations) to align execution with growth objectives & client engagement.

### REGIONAL MANAGER – WEST INDIA | EDUTOR TECHNOLOGIES PVT LTD, MUMBAI | FEB 2015 – OCT 2017

- **Market Expansion:** Scaled operations across **Mumbai, Gujarat, Madhya Pradesh, Maharashtra, and Goa**, achieving a **100% increase in user adoption** of tablet-based digital learning.
- **Investor Engagement:** Presented market insights and growth opportunities to **Mumbai Angels, Everstone, Ashish Dhawan, and Aavishkar Capital**, contributing to fundraising and board-level decision-making.

### REGIONAL MANAGER – SALES | BUZZYEARS EDUCATION PVT LTD (SKOLARO), MUMBAI | JUL 2012 – FEB 2015

- **Enterprise SaaS Expansion:** Led nationwide sales for one of India's first cloud-native education management platforms, secured adoption across universities, HEIs, and K-12 chains.
- **Channel Partnerships:** Structured alliance with **Sify Technologies**, equipped their salesforce to integrate SaaS solutions into accounts.

## EARLY CAREER

**Marketing Engineer** | Bhushan Steel & Strips Ltd., Mumbai | Jan 2003 – Apr 2006  
**Territory Manager** | Reliance Life Insurance (ADAG Group), Mumbai | May 2008 – Sep 2009  
**Sales Head – Mumbai** | Data Shore Index | 2010  
**Business Manager** | Educomp Solutions Pvt. Ltd., Mumbai | Jun 2010 – Jun 2012

## EDUCATION

**PGD - Planning & Entrepreneurship (Finance & Marketing)** | International Management Institute, Belgium & IIPM, New Delhi | 2008  
**BE (Mechanical)** | Rajiv Gandhi Prodyogiki Vishwavidyalaya, Bhopal (Govt. Engineering College, Jabalpur) | 2002