

GL / Workshop No - 4

Topic of the GL: Strategy and Sales Operations Function and its role in adding value to business

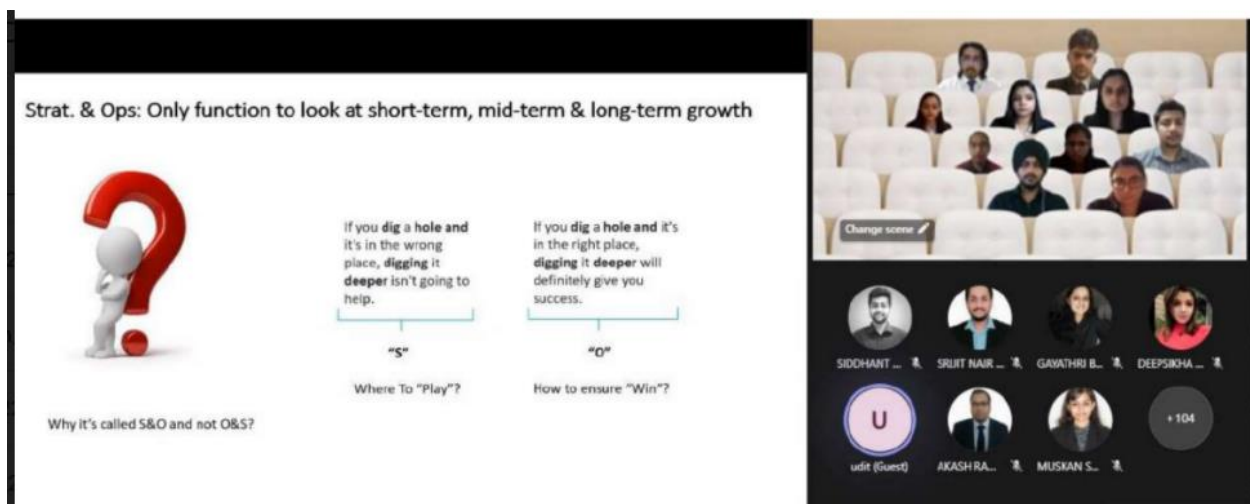
Details of the Resource Person:

- **Name:** Mr Udit Goyal
- **Organization:** Google
- **Conducted By:** PCIT
- **Date:** 17th December 2021
- **Purpose of GL:** Knowledge sharing session
- **Request came from:** PCIT
- **Linkedin ID:** <https://www.linkedin.com/in/uditgoyal/>

Bio of the Resource Person:

- Mr. Udit is a leader with a passion for growth and value creation, and a belief that business has to be "purpose" driven.
- Having 20+ years of experience in building and managing high growth businesses across multiple industries (IT, Telecom, Healthcare). Intrapreneur and Entrepreneur with hands on experience in starting teams ground up & driving teams towards ambitious goals.
- Mr. Udit Goyal is specialized in P&L, B2B and channel sales mgmt., business development and strategy, strategic partnerships, product management, people leadership and managing large multi-skilled teams.

Photos of the Session:



Career is "All About Experiences"

Timeline of experiences:

- 1998: AMU
- 2000-05: IIT, Delhi
- 2005-10: Hughes (BAYNEKETT)
- 2010-11: Techie
- 2010-16: Sales
- 2016-18: Startups
- 2018-21: Cisco
- 2021 - present: Startups

Key themes:

- Diverse Experience
- Techie to Sales @
- Learning new skills
- Managing \$B business
- Driven by passion and success

Minutes of Meeting:

Key Points Discussed:

- Product Marketing fit - An iterative process. We need to adapt to the industry needs and technology trends for any strategy, we cannot cover all the market segments. It will be usually targeted at a particular segment.
- How strategy is developed from multiple data points. Sir talked about his experience at Philips. A case study on the relation between the Cath labs and cardiologists in India. How Philips used the existing data to come up with a strategy to expand the Cath labs market in India
 - Things to consider:
 - Affordability of markets
 - Health of the population
 - How to influence cardiologists for expansion of existing Cath labs
 - Home healthcare
 - Current trend in the healthcare industry – how technology is changing the outlook on healthcare.
- Talked about Sleep and Respiratory business by Philips – a B2B2BC business. Benefits for patients suffering permanent health issues, money spent on ICU is saved with the advent of home healthcare.
- Philips home healthcare services which benefitted 3000 patients, most of them in Delhi and Bangalore regions. Philips transition from product/equipment to services company.
- Sir worked in a sports and fitness startup, gained exposure by working in a growing startup- Startegy and Operations
- Need to adopt the strategy that gives better ROI and plan operations accordingly. How is AI used in strategy and ops? Predicting the trend and understand the consumers preference by taking a lot of metrics into consideration.
- Success rate of AI almost 90 percent from Sir's experience. Usually a hybrid model is uses: AI Tools for prediction + Manual Research for determining strategy.

- Ending Quote:
 - Don't be a small fish in a big pond
 - Don't be a large fish in a small pond
 - Be a growing fish in a growing pond

Conclusion:

Understanding where to focus on the market and how to strategize.

Takeaways from startups working model, there is a need for adaptation with strategy with the dynamic market trends.

Attendance

SR No.	PRN	Name	Guest Lecture Topic: Strategy and Sales Operations Function and its role in adding value to business POC : Udit Goyal Organization: Google
1	21020542001	AADESH GAIKWAD	Yes
2	21020542002	ABDULLA SIDDIQUI	Yes
3	21020542003	ABHIJEET PANDEY	Yes
4	21020542004	ABHILASHA RASTOGI	Yes
5	21020542005	ABHISHEK ANAND	Yes
6	21020542006	ABHISHEK MAITRA	Yes
7	21020542007	ADARSH KESHARI	Yes
8	21020542008	ADITHYA RAJEEVAN	Yes
9	21020542009	ADITI MARWAHA	Yes
10	21020542010	AKASH RANA	Yes
11	21020542011	AKSHATA DESAI	Yes
12	21020542012	AKSHAY PAWAR	Yes
13	21020542013	ALISHA FARZANA	No
14	21020542014	AMARJIT SAHA	Yes
15	21020542015	ANANYA SINGH	Yes
16	21020542016	ANJALI SRIVASTAVA	Yes
17	21020542017	ANKIT ANAND	Yes

18	21020542018	ANKITA DUTTAGUPTA	Yes
19	21020542021	ARNAB CHATTERJEE	Yes
20	21020542022	ARNAV GUPTA	Yes
21	21020542023	ARULMOZHI	Yes
22	21020542024	ASHLEY FELIX TUSCANO	Yes
23	21020542025	ASHUTOSH MEHRA	Yes
24	21020542026	ASTHA JAIN	Yes
25	21020542027	AZBANA VELATI	Yes
26	21020542028	BAKHLE APOORVA NILESH	Yes
27	21020542029	BANSOD AJAY VISHNU	Yes
28	21020542030	BHANU BHATIA	Yes
29	21020542031	BISWAJIT DAS	Yes
30	21020542032	CHARISHA SHYAM SUKHA	Yes
31	21020542033	CHAUDHARI VIPUL VIJAY	Yes
32	21020542034	CHELLVAMATHI R S	Yes
33	21020542035	CHINMAY SHEOREY	No
34	21020542036	CHIRANJEET BARKAKOTI	Yes
35	21020542037	DAKHARE MAHESH DIWAKAR	Yes
36	21020542038	DAMLE MOHINI JITENDRA	Yes
37	21020542039	DEBAPRIYA CHOWDHURY	Yes
38	21020542040	DEBAYAN MAJUMDAR	Yes
39	21020542041	DEDE ANIKET RAGHUNATH	Yes
40	21020542042	DEEPSIKHA HOTA	Yes
41	21020542043	DEV DARSHAN	Yes
42	21020542044	DEVARASETTI HARISH	No
43	21020542045	DHARINI PAL	Yes
44	21020542046	DHAS KASHMIRA KIRAN	Yes
45	21020542047	PARTH TYAGI	Yes
46	21020542048	GANUGAPATI SAI ALEKHYA	Yes
47	21020542049	GAYATHRI BALARAM	Yes
48	21020542050	GUPTA DIVYANSH NAGENDRA	Yes
49	21020542051	HARSH TRIVEDI	Yes
50	21020542052	HARSHIT VERMA	Yes

51	21020542053	HEMANT BHATT	Yes
52	21020542054	HUDLI VIRAJ MOHAN	Yes
53	21020542055	INDER RAJ SINGH	Yes
54	21020542056	INDUJA V	Yes
55	21020542057	INDURKAR KETAN MILIND	Yes
56	21020542058	JAGGESH S R	Yes
57	21020542059	JAGRATI VIJAY	Yes
58	21020542060	JASMEET SINGH	Yes
59	21020542061	JEJURKAR AJAY ASHOK	Yes
60	21020542062	JOSHI PRASANNA PRAKASH	Yes
61	21020542063	JOY CHATTERJEE	Yes
62	21020542064	KAJAL MISHRA	Yes
63	21020542065	KARTHIKA HEMA MANASA M	Yes
64	21020542066	KARTIKE BHUSHAN	Yes
65	21020542067	KEERTHANA P	Yes
66	21020542068	KESHAV BAJAJ	Yes
67	21020542069	KISHOR BASAVARAJ ALEGAON	Yes
68	21020542070	KSHITIJ RAWAT	Yes
69	21020542071	M POOJA	Yes
70	21020542072	MAGAR ABHISHEK TREMBAK	Yes
71	21020542073	MAHALE ASMITA MILIND	Yes
72	21020542074	MANIKA DARUKA	Yes
73	21020542075	MAYURI DIWAKAR PURI	Yes
74	21020542076	MEGHNA PILLALA	Yes
75	21020542077	MEMANAMURUPEL DHEERAJ PURUSHOTHAMAN	Yes
76	21020542078	MIDATHADA LEELU GOWRI SHANKAR SAI RAM	Yes
77	21020542079	MODI TRISA SHAILESHKUMAR	Yes
78	21020542080	MUSKAN SHRIVASTAVA	Yes
79	21020542081	GAIKWAD AJINKYA ANIL	Yes
80	21020542091	NAKUL NAYAN MEHTA	Yes
81	21020542092	NALIN VERMA	Yes
82	21020542093	NIKHIL TUKARAM SALUNKE	Yes
83	21020542094	NIMISHA PANDITA	Yes

84	21020542095	NIRUPAM BISWAS	Yes
85	21020542096	SHAN SHANE VARIKKATTU	Yes
86	21020542097	PADEWAR ANIKET PRADEEP	Yes
87	21020542098	PARAB YOGESH NARAYAN	Yes
88	21020542099	PARIDHI ARORA	Yes
89	21020542100	PARIKSHIT ANAND	Yes
90	21020542101	PARV ARORA	Yes
91	21020542102	PATIL HARISH KISHOR	Yes
92	21020542103	PIYUSH BODWAL	Yes
93	21020542104	POOJA KALRA	Yes
94	21020542105	POULAMI NANDI	Yes
95	21020542106	PRADUMN SAXENA	Yes
96	21020542107	PRAGYA SRIVASTAVA	Yes
97	21020542108	PRATYUSHAW PRATA	Yes
98	21020542109	PRINSON PHILIP	Yes
99	21020542110	PRIYANKA BHANDARI	Yes
100	21020542111	PULKITA CHAWLA	Yes
101	21020542112	RAHUL BARDHAN	Yes
102	21020542113	RAJAT CHANDA	Yes
103	21020542114	RATHOD FORUM RAJESH	Yes
104	21020542115	RATNAKAR RAJASI AJIT	Yes
105	21020542116	RIA HIMANSHU BHATTACHARJEE	Yes
106	21020542117	RITU PARNA GHOSH	Yes
107	21020542118	RODRICKS AARON VIVIAN	Yes
108	21020542119	ROHAN NAIK	Yes
109	21020542120	RONAK ASODIYA	Yes
110	21020542121	S ASMITHA	Yes
111	21020542122	S.PL.SUBRAMANIYAN	Yes
112	21020542123	SAAHIL REHANI	Yes
113	21020542124	SACHIN KUMAR YADAV	Yes
114	21020542125	SAHIL SAINI	Yes
115	21020542127	SANCHIT SAXENA	Yes
116	21020542128	SANTOSH KUMAR SINGH	Yes

117	21020542129	SATYAM JHA	Yes
118	21020542131	SAYAN ROY CHOUDHURY	Yes
119	21020542132	SHARMA VIVEK VINAY	Yes
120	21020542133	SHASHWAT KRISHNA	Yes
121	21020542134	SHASHWAT PARASHAR	Yes
122	21020542135	SHINY BHATTACHARJEE	Yes
123	21020542136	SHIVAM SINGHAL	Yes
124	21020542137	SHIVANGI SHARMA	Yes
125	21020542138	SHREYA ASHOK KAMBLE	Yes
126	21020542139	SHUBHAM PATHAK	Yes
127	21020542140	SHWETA MISHRA	Yes
128	21020542141	SIDDHANT PADAVE	Yes
129	21020542142	SINGH VARTIKA KRISHNAMURARI	Yes
130	21020542143	SOUMYADIP DAS	Yes
131	21020542145	SOURABH PURKAIT	Yes
132	21020542146	SOURAV SONOWAL	Yes
133	21020542148	SRIJIT JAGADEESAN NAIR	Yes
134	21020542149	SRISHTI SWAIN	Yes
135	21020542150	SRIYA MITRA	Yes
136	21020542151	SUDEEP KHAWAS	Yes
137	21020542152	SUGANDHA AGGARWAL	Yes
138	21020542153	SUKRITI PRIYA	Yes
139	21020542154	SURYASISH MAJUMDAR	Yes
140	21020542155	SWETA DASGUPTA	Yes
141	21020542156	TANMAY SIDDHARTH	Yes
142	21020542157	TARUSH SOOD	Yes
143	21020542158	TAYADE RUSHIKESH BHANUDAS	Yes
144	21020542159	TUHIN KANTI DEB	Yes
145	21020542160	VAGMITA CHAUDHARY	Yes
146	21020542161	VIKRANT NANDKISHOR PUSDEKAR	Yes
147	21020542162	VINAYAK GHANSHYAM CHAUDHARI	Yes
148	21020542163	YADAV SANCHIT ASHOK	Yes
149	21020542164	JASH MINESH SHAH	Yes

150	21020542165	ZAINAB KHAN	Yes
151	21020542166	SAWANT AKSHAY SUDHAKAR	Yes
152	21020542167	AKASH DEEP	Yes
153	21020542168	ROUNAK SAHA	Yes
154	21020542169	SANDEEP SAINI	Yes
155	21020542170	TANIKA SHARMA	Yes
156	21020542171	TAK SACHIN RAMDAS	Yes
157	21020542172	RISHABH MISHRA	Yes
158	21020542173	JHAVERI MIIT YASHESH	Yes
159	21020542174	VAISHNAVI BAJPAI	Yes
160	21020542175	VIBHUTI SHANKER	Yes