

Abash Sinha

Enterprise Sales Leader

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PROFILE

Enterprise Sales Leader with deep experience in the advertising industry. Driving GTM, monetisation, and revenue scale for complex businesses. Proven ability to close and operationalise complex enterprise deals, working closely with product and engineering teams and executive stakeholders across India, the Middle East, and the US.

SKILLS

Enterprise Sales & Partnerships: Tech Sales · Fintech/OTT/Retail Media · Cloud-native Solution Selling · Partner/Account Discovery · Strategic Partnerships · Contract Negotiation · Multi-year Deal Closure · Commercial Structuring · Go-to-Market Strategy (GTM) · Deal Mechanics · Partner-led GTM · Consultative Selling · Value Selling

Tech & Ecosystem: Cloud-native SaaS · Automation Workflows · Ad-server & Data Pipeline Integrations · Applied AI Use Cases

Leadership & Growth: Executive Relationship Management · Market Expansion · Change Management · Cross-functional Leadership (Engineering, Product, CS, Finance) · Partner Ecosystem Development

PROFESSIONAL EXPERIENCE

Voiro Bengaluru · July 2021 – Present

Associate Director – Enterprise Sales April 2026 – Present

- I lead enterprise sales at Voiro, partnering with global media businesses on ad monetisation transformation. From the first conversation to a long-term partnership. I own it end-to-end.

Enterprise Sales Lead & Partnerships April 2025 – March 2026

- Lead enterprise growth across India, the Middle East, and the US, closing and scaling high-value partnerships with companies building advertising-led monetisation businesses.
- Landed Voiro's first international customer (Carrefour) in the Middle East and set up the company's retail media GTM strategy across markets using AI.
- Led implementation of complex enterprise solutions, partnering cross-functionally with product and engineering to shape architecture, solution design, and customer adoption.
- Designed and executed the GTM strategy across markets, embedding AI into the pre-sales process to reduce turnaround time for prospecting.

Sr. Enterprise Sales Manager March 2023 – 2024

- Generated ₹3.5 Cr+ revenue through large enterprise deals with multi-stakeholder decision cycles.
- Built competitive positioning frameworks and ROI-driven narratives for data, AI and automation investments, accelerating deal velocity.
- Expanded Voiro partnerships into international markets (UAE, US), opening high-value pipeline opportunities with media, retail, OTT and commerce organisations.
- Collaborated cross-functionally to develop tailored proposals and ROI-driven business cases, leading to seamless contract negotiations and deal closures.
- Acquired and managed enterprise clients, including Paytm, Flipkart, Myntra, and JioCinema, securing long-term partnerships and recurring revenue streams.

Customer Success Manager *July 2021 – Feb 2023*

- Managed long-term enterprise relationships and drove adoption of automation, reporting, and automation optimisation features.
 - Drove revenue growth through upselling and identifying opportunities to expand product adoption.
 - Collaborated with Product & Engineering to influence roadmap features on automation and Ad Server/SSP/DSP integrations, ensuring revenue strategies were translated into platform capabilities.
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Media Ant Pvt Ltd Bengaluru · Feb 2019 – July 2021

Senior Manager – Digital *Dec 2020 – July 2021*

- Designed and pitched high-impact digital media plans, aligning with campaign objectives and client needs.
- Identified new tools and platforms to drive digital growth and enhance campaign performance.
- Monitored ongoing campaigns, ensuring objectives were met and optimising strategies where necessary.
- Developed SOPs and standardised reporting structures, improving operational efficiency.
- Supported the sales team by contributing to client pitches with strategic media insights.

Manager – Client Servicing *Jan 2020 – Nov 2020*

- Acquired and expanded client accounts, onboarding brands across various media verticals.
- Analysed market trends to identify new opportunities and recommended tailored media strategies.
- Led associate training and mentorship, improving the client servicing team's efficiency.
- Contributed to platform development, providing actionable feedback to the product team.
- Ensured seamless campaign execution by coordinating cross-functional teams.
- Managed key clients, including Venus, Dineout, Grant Thornton, Binomo, and HEM Incense.

Associate Manager *Feb 2019 – Nov 2019*

- Developed customised solutions based on client needs and business objectives.
 - Managed multiple key accounts, serving as the primary point of contact and ensuring client satisfaction.
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Amazon Pvt. Ltd Bengaluru · Aug 2016 – Oct 2018

Transaction Accounts Management – Seller Support *Aug 2016 – Oct 2018*

- Onboarded and approved sellers for Amazon.com, ensuring compliance with platform policies.
 - Identified and implemented process improvements in collaboration with the process development team to enhance Amazon's SOPs.
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EDUCATION & CERTIFICATIONS

2016 Bachelor of Business Management · Presidency College, Bangalore University, India

2018–19 Digital Marketing Certification · Digital Academy 360 — Social Media Advertising, SEO, Google AdWords, Analytics & Email Marketing

2013 Early Education · St. Joseph's, Coonoor, India

LANGUAGES & INTERESTS

Languages: English (Fluent) · Hindi (Fluent) · Tamil · Kannada

Interests: Football · PlayStation Gaming · High-altitude Himalayan Trekking