

# Mufi Quettawala

## Digital Business & Management Consultant

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### About Me

- Solutions Lead for Digital Business, Interactive Content Marketing & Solution Sales
- Experience across Strategic Digital Marketing, Business Development and front end Consulting
- Trusted advisor and influencer to CXOs with proven track of managing senior stakeholders and diverse clients
- Significant global exposure of working with and managed teams across geographies (India, US, SEA, ME)
- Industry experience across BFSI, Fast Growing Tech, Publishing, Marketing & Advertising, Digital Commerce
- Specialising in Digital Business, Customer Success, Account Management, Program Management and Delivery.
- Passionate about helping businesses and services solve problems by transforming digitally

### Strategic skills

|                        |            |
|------------------------|------------|
| Business Acumen        | ██████████ |
| Problem Solving        | ██████████ |
| Leadership             | ██████████ |
| Digital Strategy       | ██████████ |
| Stakeholder Management | ██████████ |
| Solution Selling       | ██████████ |

### Education and Certifications

- **Executive Education – Digital Marketing Strategy** : University of Cambridge, Judge School of Business (2019)
- **B'Com Banking Cost & Works Accounting** : Pune University (2000)
- **Grades 11 & 12th** Symbiosis college of Commerce Pune (1996)
- **Grades 1 though 10** : Bishops School Pune (1994)

### Functional expertise :

Business Development | Strategic Digital Marketing | Account & Client Management | Offshoring & Outsourcing | Training & Development | Digital Transformation |

### Work Experience (2003- 2020)

● Sales Operations ● Consulting  
● Product Management

- **Kenza Advisor – Gurgaon, India**  
*Independent Consultant - Since Oct 2020*
- **Forbes Advisor – Gurgaon, India**  
*Product & Compliance Manager – Aug 2019 Sep 2020*
- **Kenza Advisors – Gurgaon, India** ( Oct 2015 – Jul 2019)  
*Independent Consultant*
- **GetIt Comms Bangalore, India**  
*Country Manager (Jan 2015 - Sep 2015)*
- **Indecomm Digital, New Jersey, USA (now Encora)**  
*Associate Director – North America (Oct 2013 - Dec 2014)*
- **TATA Interactive Systems, Mumbai, India (now MPS)**  
*AGM Solutions & BFSI Vertical ( Aug 2008 Jun 2013)*
- **Total Network, Auckland, New Zealand**  
*Business Manager (Mar 2005 - May 2006)*
- **Maximize Learning, Pune India ( now Aptara)**  
*Business Solutions Manager (Jun 2003 Jan 2005)*
- **Gifts2gift.com, Pune, India**  
*Manager, Content & Webstores ( Jan 2001 May 2003)*

### Key Project Highlights & Achievements - Illustrative

- Supporting small businesses and start-ups for e-learning & digital marketing
- Developing an online platform for [Ketto.org/effectivegiving](https://ketto.org/effectivegiving) focusing on philanthropic advisory solutions
- Building a cross advertising cross-channel advertising and revenue reporting tool for Forbes that increased revue by 20% in less than 1 year.
- Leading go-to-market of two start-ups in India across resulting in a positive swing in business operations and customer acquisition
- Creating a curriculum focusing on physical literacy for early childhood education aimed at the mid-income preschool level
- Growing the Tata Interactive BFSI vertical 4 X in 3 years while increasing business pipeline influence and deal size to USD 500k ~ 1 MN USD
- Successfully establishing overseas markets in North America, Australia, and the Middle East at Tata Interactive
- Building an integrated marketing channel strategy including platform & media selection, SEO, SMM roadmaps, content strategies, design communication, analytic frameworks for evaluation and optimization and brand awareness/lift interventions
- Successfully managing the India rollout of a custom leadership development simulation & off-shelf business acumen simulation
- Global rollout of a business simulation based certificate program for private financial advisors created along with Credit Suisse Switzerland
- Global implementation of SAP ERP training for Bank of America



## Forbes Advisor

Compliance Manager - (Apr 2020 – Sep 2020)

(Digital Marketing Product Management, Consulting)

Responsible for ensuring Forbes Advisor & Marketplace products, editorial production and offerings complied with affiliate regulatory and ethical standards. My work involved regular analytical audits, implement company policies, and design control systems for compliance

Product Manager (Aug 2019- Apr 2020)

Responsible for product development and operations for a cross-channel advertising and reporting tool for digital marketing.

Forbes Marketplace connects in-market consumers with businesses by using data, reviews (editorial and user generated), tools and educational content to push consumers deeper into the conversion funnel.  
Forbes.com/advisor

Location: Gurgaon, India



## Kenza Advisors

Managing Director (Oct 2015- July - 2019)

(Consulting, Sales Operations)

Illustrative Consulting assignments & projects:

**Ketto Online - Mumbai, India** (Ketto.org is a series A online crowdfunding platform for social causes in India)

Consulting job with Ketto on product development and go to market strategy for HNI Giving – an online platform that provides Individuals data-driven resources to plan strategic philanthropic portfolios with Top NGO partners in India.

Kenza was my Entrepreneurial venture to provide advisory services to start-ups and small companies across education and the Indian social sector.

Location: Gurgaon, India

**Project for Schools PFS – Jaipur, India** (Bootstrapped - PFS provides STEM

DIY kits aligned Indian school curriculum) Go-to-market, marketing, and digital channel strategy development.

**Zoommer Sports – Pune, India** (Bootstrapped - Zoommer is an early childhood sport education provider)

Business and marketing strategy, digital marketing, training & skill development roadmap for Zoommer trainers, online content strategy, and technology implementation.

## GetIT Comms India (Pvt) Ltd Head People India

Country Manager (Jan 2015 - Sep 2015)

GetIT provides Digital Marketing solutions for Hi-Tech and Telcos in Singapore, South East Asia  
Location: Bangalore, India

India Operations head responsible for overall P&L. Set up the company's subsidiary in Bangalore, defining the operating model, hiring core team, and starting the Indian business, including business acquisition, operations, finance, HR & admin.



(Consulting, Sales Operations)



## Indecomm Global Services (Learning Division formerly Brainvisa, now Encora )

Responsible for the expansion of the US market for e-learning & organisational learning solutions and technology. Duties included defining and implementing customer acquisition and retention strategies to increase the share of wallet for Indecomm Global. Introduced new verticals and acquired marquee clients in the BFSI & publishing in a short span of one year.

Encora is a provider of business services and technology solutions for the mortgage industry  
Location: New Jersey, USA

(Consulting, Sales operations)



TATA INTERACTIVE SYSTEMS

## **Tata Interactive Systems (Now MPS Interactive Limited)- Mumbai, India**

### **Assistant General Manager (Global) – BFSI (Jan 2011- June 2013)**

TIS was one of the largest provider of E-learning services and solutions corporations, universities, schools, publishers and government institutions across the globe

Location: Mumbai, India

(Consulting, Sales Operations)

Cross-functional responsibilities of managing the business book for the BFSI verticals for global markets of USA, Europe, Middle East, India, APAC & AnZ . Job entailed cross functional collaboration between Sales, Project teams, Vendors, and Subject Matter experts to plan, design and implement projects focusing on:

- Custom e-learning solutions (Games and Simulations)
- Learning portals and learning management systems
- Simulation products for leadership, management, and frontline development:

**Sr. Manager - Simulation Products (Jan 2009- Dec 2010)** – Responsible for consulting and sales for the India market for the TOPSIM brand of management training simulations; a stack and custom learning simulations for training and competency assessment. Delivered products online and in classroom workshops for clients in HR Consulting, Banking and Insurance.

### **Manager Marketing (Aug 2006 – Dec 2008) –**

Responsible for inside sales and lead generation for animation, gamification, and learning tech solution products.



## **Total Network**

### **Business Manager ( Mar 2005 - May 2006)**

(Total existed as dealer to New Zealand's national telecommunications provider - Telecom Corporation)

Location: Auckland, New Zealand

(Sales Operations)

Managed regional sales of telephony and data services for Telecom Corporation of NZ, working closely with the sales team to create and sell new higher value product offerings

(Maximize a provider of custom content services for corporate learning and e-learning)

Location: Pune, India



## **Maximize Learning (Now Aptara)**

### **Manager - Business Solutions (June 2003 – Jan 2005)**

(Sales Operations)

Conducting secondary research in Telecom & Banking in the US geography using databases like Hoovers, Bloomberg, Reuters Knowledge and qualifying sales readiness of US prospects and clients by mailers and phone based campaigns

(Existed as a website management company based in Glenville Texas, USA producing localized web and content targeted at clothing & apparel retailers in USA )

Location: Pune, India



## **Gifts2gift.com India, Pune, India**

### **Manager – Content & Webstores**

### **Development Centre (Jan 2001 - May 2003)**

(Sales Operations)

Telesales, Managing content creation and updating content for webstores