

Anshuman Tiwari

Cloud, Data & AI Sales Leader | Strategic Accounts | Specialist Sales | GTM & Consumption Growth

Toronto, Ontario | +1 437 556 3654 | anshuman.gxpress@gmail.com | linkedin.com/in/at-iim19

Canadian Permanent Resident | No sponsorship required

EXECUTIVE SUMMARY

- Quota-carrying Data, AI & Cloud sales leader with 14+ years of enterprise software and platform sales experience.
- Built two Canadian businesses from zero through new-logo acquisition, land-and-expand growth, and partner co-sell.
- Trusted by CIOs, CTOs, and business leaders to move complex transformation programs from business case to production.

CORE CAPABILITIES

- **Growth:** Strategic Accounts | Consumption Growth | New-Logo Sales | Land and Expand | Pipeline & Forecasting
- **GTM:** Specialist Sales | Zero-to-One GTM | Account Planning | Partner Co-Sell | Cross-Sell & Upsell | Team Leadership
- **Executive:** CXO Engagement | Trusted Advisor | Business Cases & ROI | Enterprise Procurement | Commercial Negotiation
- **Platforms:** Azure Data & AI | Databricks | AWS | Google Cloud | GenAI & Agentic AI | Data Engineering | BI | Governance
- **Industry:** Financial Services, Manufacturing, Retail & CPG, Logistics & Supply Chain, Digital Natives.

PROFESSIONAL EXPERIENCE

zeb AI Inc. | Toronto, Ontario

Apr 2025 - Present

Director Sales for Canada

- Started zeb's Databricks practice in Canada & built the Databricks territory, sales motion, and partner coverage from zero.
- Closed \$1.7M USD in bookings and built a \$3M USD qualified pipeline through executive relationships and co-sell.
- Influenced \$4.5M USD in cloud consumption, including \$3M in Databricks consumption.
- Closed a \$1M USD strategic deal and landed Enterprise logos (13+) such as McCain Foods, Canadian Tire, Lululemon.
- Expanded Names accounts through named-account planning and executive engagement.
- Led discovery, business cases, technical qualification, SOWs, procurement, negotiation, forecasting, and delivery handoff.
- Built repeatable sales plays for migration, governance, BI, and GenAI with Databricks field and partner teams.

Celebal Technologies Inc. | Toronto, Ontario

Feb 2023 - Apr 2025

Associate Vice President & Country Head, Canada

- Joined as Celebal's first Canadian seller and built the regional Microsoft and Databricks business from zero.
- Grew annual bookings from approximately \$600K CAD to \$4M CAD in year two and built a \$10M CAD qualified pipeline.
- Influenced \$10M CAD in Azure consumption across Databricks, Synapse, ADF, Fabric, Azure OpenAI, and Purview.
- Closed a \$1.5M CAD strategic deal and built accounts across Hydro-Quebec, Symcor, Manulife, ATCO, and Enmax.
- Expanded relationships across Pattison Food Group, CNRL, Capital Power, Apotex, Toronto Blue Jays, and EPCOR.
- Recruited and managed four sellers, including account allocation, pipeline reviews, forecasting, and deal coaching.
- Led full cycle co-sell from prospecting and ROI cases through RFP/SOW, procurement, negotiation, and production.

Redis | Bengaluru, India

Apr 2022 - Feb 2023

Account Executive, Digital Native

- Owned \$1M USD in net-new and \$100K USD in renewal targets across named digital-native accounts.
- Closed \$600K USD in bookings and \$1.5M USD in TCV within the first two quarters.
- Led full-cycle sales from prospecting and technical evaluation through negotiation, close, and account expansion.

Searce Inc. | Bengaluru, India

Nov 2020 - Apr 2022

Senior Manager, Cloud Consulting

- Carried a \$1M USD revenue quota and closed a \$2.4M USD book of business across cloud consumption and services.
- Built the Data & Analytics GTM with Google Cloud, AWS, and NVIDIA across South Asia.
- Developed partner plays, qualified pipeline, and executive value propositions for cloud, analytics, and AI programs.

Quantiphi Analytics Solutions | Bengaluru, India

May 2020 - Nov 2020

Senior Client Solutions Partner, GTM & Sales Enablement - North America

- Managed Azure, AWS, Google Cloud, and NVIDIA alliances for North America, contributing \$2M USD in incremental topline.
- Generated an additional \$850K USD through inside-sales and RFP sourcing motions.
- Built partner plays, pipeline, proposals, value propositions, and executive presentations for applied AI/ML solutions.

PARTNER ECOSYSTEM & MARKET DEVELOPMENT

- Represented the Canadian business in Microsoft partner advisory meetings at its Seattle headquarters.
- Directed sponsorship investments for Microsoft FabCon and Databricks AI Days.
- Produced executive briefings, luncheons, webinars, partner QBRs, and post-event customer forums.
- Participated in four Data + AI Summits and Databricks PKO/SKO programs in San Francisco and Las Vegas.
- Converted ecosystem insight into joint account plans, repeatable sales plays, and partner-sourced demand.

EARLIER CAREER

LogiNext Solutions <i>Senior Manager, Business Development - South Asia & Middle East Mumbai, India</i> • Managed a \$2M USD pipeline and \$300K ARR; won Colgate-Palmolive and Johnson & Johnson.	Sep 2018 - Mar 2019
Kochar Infotech Ltd. <i>Senior Manager, Business Development - Middle East & India Gurugram, India</i> • Generated \$1M+ USD revenue and \$350K ARR; secured a \$120K Vodafone India IoT engagement.	Mar 2016 - Aug 2018
Fly Telecom FZ LLC <i>Assistant Manager, Product & Alliances - Middle East Dubai, UAE</i> • Launched Wileyfox across 22 countries and collaborated with Google on Android One, driving 150,000 device sales.	Mar 2015 - Feb 2016
Global Xpress Solutions <i>Co-Founder New Delhi, India</i> • Generated \$150K+ USD in first-year revenue, signed 50+ clients, and recruited a five-person team.	Oct 2013 - Feb 2015
SAR Group <i>Assistant Manager, Product & Alliances Gurugram, India</i> • Promoted within six months; developed smartphone roadmaps and planned a nationwide Android product launch.	Jul 2012 - Sep 2013

EDUCATION

Indian Institute of Management, Bangalore MBA, Marketing & Strategy Full-time program	Aug 2019 - May 2020
NMIMS, Mumbai B.Tech, Electronics & Telecommunications	Jul 2008 - May 2020