

DEVEN TOLIA

Bengaluru, India | +91 98301 55511 | dtolia@gmail.com | linkedin.com/in/deventolia
Enterprise Technology Sales | Applied AI | territory P&L, platform adoption, closed deals

SUMMARY

Sales and GTM leader with 17 years across enterprise tech. Most recently ran outbound and pipeline for **Fast Code AI**, an applied AI engineering firm: built the targeting, messaging, and enrichment stack from scratch, landed 20 meetings, closed the first deal, a **\$150k initial engagement with a \$2B-funded global enterprise**, within three months, and lifted **reply rates from 2.6% to 21%**. Five years with **ThoughtWorks**, a global IT consulting firm, latterly as Head of Business Development, India: **\$1.2M** of consulting revenue via 40+ CXO engagements and winning tender responses. At **BigSpring** (AI-native B2B SaaS), drove platform adoption and customer skilling at a Top-5 global pharma (**account expanded 3x**) and one of India's largest industrial conglomerates. **Territory P&L ownership at Uber**: 20 city launches in six months and the first gross-margin-positive Indian city. Board-approved strategy work for Millicom's Group CEO. CS engineer, IESE MBA.

CORE STRENGTHS

Territory and business planning · Executive engagement (CXO, Group CEO, board) · Enterprise deal orchestration and contract negotiation · Platform adoption, customer skilling and account expansion · AI-assisted demand generation and pipeline building · P&L ownership and revenue generation · Building playbooks where none exist

PROFESSIONAL EXPERIENCE

Independent Consultant & Advisor — Bengaluru/Kolkata

2025 – Present

- Built the outbound engine from scratch for Fast Code AI, an applied AI engineering firm: the targeting, messaging, and enrichment stack, plus AI-powered and human-in-the-loop processes from the ground up. Hands-on, end to end: in 3 months landed 20 meetings and closed the first deal, a \$150k initial engagement with a \$2B-funded global enterprise; reply rates rose from 2.6% to 21% after replacing templated outreach with evidence-led messaging.
- Helped create new service offerings, positioning, and target-account selection. Trusted advisor on legal contracts; closed contract negotiations with a new customer. Qualified the firm for the finals of an international innovation competition.

BigSpring — Director, Customer Success — Remote (AI-native B2B SaaS)

2022 – 2024

- Drove platform adoption and customer skilling at a Top-5 global pharma: compressed post-launch sales certification for its new ulcerative-colitis drug from 9 weeks to 1 week (9x faster time-to-value); designed the AI-feedback-plus-coach training course with content from internal medicine, regulatory, and sales experts. Account expanded 3x post-engagement.
- Turned around a stalled engagement at one of India's largest industrial conglomerates (steel business) by securing executive buy-in and running an adoption and enablement program (content sprint, learner rewards, engagement-insights dashboard): monthly learner engagement rose from 20-30% to 60-70%, and the platform expanded to other business lines, including the conglomerate's largest workforce.

WhiteHat Jr — Director, Entrepreneur-in-Residence — Remote (EdTech)

2020 – 2022

- Built a 30-member, 24/7 Online Reputation Management function from scratch (~10,000 messages/week across 4 countries) and designed the engagement program that delivered an all-time-high company Net Sentiment of +55%; led a 220-member customer-success function supporting 11,000 teachers at 98-99%+ CSAT. Awarded Best People's Champion.

Uber — Bhubaneswar · Kolkata · Guwahati · Gurgaon

2016 – 2019

Lead, East India Operations & Business Expansion

- Led 20 long-tail city launches in 6 months, adding 700,000 incremental trips, and codified the motion: wrote the 30-page launch playbook and 400-item checklist later adopted across India and internationally (UAE, Africa).
- Designed and shipped India Rides' first cash-arrears collection product. Recovered \$5M across India (>50% of India's arrears) alongside 6x digital-trips growth in Guwahati (4k → 24k weekly). Negotiated with unions and law enforcement through a 2-day driver strike. Disruption Management Award.
- Rescued Patna launch against Ola's 4-year monopoly: completion rate 40% → 55% in 4 weeks, 20,000 trips in 3 months, zero L3/L4 safety incidents.
- Conceived and led Uber Bhavishya, the national women-driver and gender-diversity program: onboarded ~500 women drivers across Cars and Eats; rolled internationally to Bangladesh and Sri Lanka via Eats; authored the official Uber Newsroom blog.

City Lead, Bhubaneswar / Central Program Manager

- Owned the city P&L: took Bhubaneswar from -7% to 0% gross margin in 6 months, the first gross-margin-positive Indian city for Uber. 10-member team running 2,000 drivers across Cars, Auto, and intercity. Playbook then used as template for 35 Indian cities. Profitability Award; Top-5 team NPS in India (H1 2017).

- Contractor workforce (1,400 people, 35 cities): held cost growth to 5–6% YoY against business growth of 30%; engineered \$500,000 of structural savings via compensation-benchmarking rationalization; migrated 1,300 contractors across 31 locations to a new vendor in 30 days, banking \$335,000.

du — Manager, Commercial Capacity and Demand Planning — Dubai (\$4B telco)

2014 – 2016

- Saved \$1.3M by optimizing planning and automation of a \$227M handset order process across cross-functional teams; generated \$4.4M by structuring a phased liquidation of 11,000 outdated handsets.

Millicom (Tigo) — Finance Project Manager, DRC — Kinshasa · Dubai (\$5B telco)

2012 – 2014

- Built the 5-year strategic plan for Millicom DRC (85M-population market, 15% mobile penetration) on a 4-member distributed team. \$150M CAPEX approved; revenue subsequently doubled from \$120M to \$250M with NPV-positive returns in 2 regions.
- Led the 3-week Africa strategy sprint across 4 of 7 operations on a 2-member team reporting to the Group CEO. Mapped mobile-penetration S-curves across 50 markets; identified Ghana's revenue-side loss driver. Plan approved by the board.

ThoughtWorks — Bengaluru (UK & US engagements) — \$150M global IT consulting firm, pioneer of Lean IT 2005 – 2010

- **Head of Business Development, India (2009 – 2010):** Won \$1.2M of consulting revenue by personally leading 40+ CXO engagements, orchestrating solution design with the firm's senior architects, and crafting winning tender responses.
- **Business Development Manager (2008 – 2009):** Authored consulting proposal to transform the digital strategy of one of India's leading daily newspapers: global print-to-digital trend analysis, advertising revenue models, and case studies.
- **Support Manager (2007 – 2008):** Led a 6-consultant team analyzing and resolving issues across 3 strategic customer accounts.
- **Iteration Manager / Business Analyst (2005 – 2006):** Led a 14-member team delivering a £300,000 B2B e-insurance program for a UK insurer on time and on budget via SCRUM and Extreme Programming. Co-presented at Agile India Conference (2005); presented at BarCamp Bangalore (2006).

TOOLS

Salesforce · LLM-based outbound tooling (Apollo, Sales Navigator, Python, LinkedIn)

EDUCATION

IESE Business School, University of Navarra — Barcelona, Spain · 2010 – 2012 | MBA. International Development Scholarship (sole awardee from 280+ candidates).

R. V. College of Engineering (RVCE) — Bengaluru, India · 2001 – 2005 | B.Eng., Computer Science. First Class with Distinction.

AWARDS & PUBLICATIONS

Awards: Uber Leadership Awards — Profitability & Disruption Management · WhiteHat Jr Best People's Champion Award · IESE International Development Scholarship (sole awardee from 280+ candidates).

Publications & Speaking: "Uber Bhavishya: in pursuit of equality" — Uber Newsroom · Co-presented, Agile India Conference (2005) · Presented, BarCamp Bangalore (2006).