

CLIENT SUCCESS STORY

CHANNEL SALES AND BUSINESS DEVELOPMENT LEADER

From Invisible to Irresistible: How a 20-Year Sales Leader Went from

0 Recruiter Calls to 6 Interview Requests, 2 Final-Round Interviews in 30 Days

A LeadershipAura optimization: how a 20-year IT solutions and cybersecurity sales leader unlocked stronger senior-level visibility through targeted profile rebranding.

6

Interviews Attended

2

Final-Round Interviews

30

Days to First Response

₹120 Cr+

Revenue Track Captured

MEET THE CLIENT

AM

Channel Sales and Business Development Leader

IT solutions, CyberSecurity, and OEM ecosystems / Business Manager · India · 20 Years

He brings ~20 years of expertise across IT solutions, CyberSecurity, networking, SaaS, IoT, and enterprise technology ecosystems. His track record includes delivering 120 Cr+ partner-led revenue, closing a 100 Cr cybersecurity engagement, building 40+ active partners, driving 60% active partner contribution, and strengthening OEM, ISV, distributor, and SI ecosystems across BFSI, government, and manufacturing sectors.

CHALLENGES BEFORE CONNECTING WITH LEADERSHIPAURA

NO INTERVIEWS

Not getting interview calls because his profile was not clearly positioned for senior channel sales, cybersecurity, and partner ecosystem leadership roles, despite strong revenue ownership and large-deal experience.

AUTO-REJECTIONS

Facing auto-rejections even for closely aligned roles because his profile was not clearly positioned for senior channel sales, cybersecurity, and partner ecosystem leadership mandates.

NO INMAIL TRACTION

Not receiving relevant InMails on LinkedIn because his profile was not clearly signalling senior channel sales, cybersecurity, partner ecosystem leadership

JOB SEARCH COMPLEXITY

No time to understand the complex job search process and identify why his profile was not converting into relevant interview opportunities.

OUR DIADNOSIS: POSITIONING & DISCOVRABILITY GAPS

ATS & Search Visibility Issues

- Missing ATS keywords: 'cybersecurity sales', 'channel head', 'OEM ecosystem'
- Naukri profile not updated with current role metrics
- LinkedIn headline read as a job title, not a value proposition
- Zero SEO-optimized skills in LinkedIn 'About' section

Narrative & Positioning Gaps

- Resume was task-based: 'managed accounts', 'handled team'
- ₹120 Cr revenue story was buried and uncalibrated
- No clear positioning as a 'Channel + Cybersecurity' specialist
- Role mismatch: recruiters couldn't place him in BDM/Channel Head JDs

WHAT LEADERSHIPAURA DELIVERED

JD RESEARCH & GAP ANALYSIS

Researched keywords, identified KPIs, KRAs, and market demand for Channel Sales, Cybersecurity Sales, Partner Ecosystem Leadership, and Enterprise IT Solutions roles. JD-aligned keywords were embedded across the resume, LinkedIn, and job portal assets.

RESUME BRANDING

Build ATS Resume, mapped achievements to KPI & KRA of Target role. Leadership snapshot with quantified impact: 2× mold life, 15%→1% rejection. Role progression made visually distinct.

NAUKRI OPTIMISATION

Profile rebuilt keyword-rich and achievement-first. Total experience (~20 years) stated upfront to match how IT solutions, cybersecurity, and channel sales recruiters search.

LINKEDIN OPTIMISATION

Optimized the LinkedIn profile with the right keyword density and variations to improve search visibility and recruiter ranking. Positioned the profile as per the target role, ensuring LinkedIn algorithms and recruiters can correctly map the profile to relevant mandates.

RESULTS TIMELINE

WEEK 1 Audit & Report Positioning gaps identified	WEEK 2 Profiles Live Resume · LI · Naukri	WEEK 3 Visibility Improves Recruiter searches begin	MONTH 1 6 Interviews 2 final-round interviews achieved
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RESUME: BEFORE VS AFTER

BEFORE

AFTER

Virar, 401303

+91-9876543210
VT@gmail.com

Personal Summary

Seeking Senior Level Assignments in IT Sales

Experience

- Over 20+ years at Black Box, led revenue generation initiatives across Government, Manufacturing, and BFSI verticals, contributing to sustained business growth and strategic account expansion.
- Major Achievement 100 Cr Deal Win Govt Sector in Space of Cybersecurity solutions where these technologies were involved Active Directory (AD) Management Tool, Application Performance Monitoring (APM), Asset Management with ITSM, Endpoint Detection & Recovery (EDR), Network Access Control (NAC) Sol, Patch Management, Privileged Access Management (PAM), Identity & Access Management (IAM), Vulnerability Management, Packet Capture & Network Detection Majority hosted over Public Cloud.
- Win of 8.5 Cr for IDAM Solution in one of the Insurance Company
- Winning a Couple of Projects with Manufacturing client one complete green field of 2.5 Cr for Active, Passive, CCTV & EPAXIS Solution & Firewall
- 3 New office setup for Payment gateway company
- Few green field projects worth 1.5 Cr for one of the Manufacturing companies.
- All Business Generated independently in not New Accounts from Scratch
- Total Revenue generation of 120 Cr Plus with good Margin

Sales Lead, 08/2023 - 05/2025

- A leading ICT Global Solutions Integrator and solutions specialist, is committed to delivering excellence in digital infrastructure solutions. With a strong focus on innovation, expertise, and customer-centricity through tailored Professional & Managed Services, Black Box provides comprehensive and cutting-edge products and solutions tailored to meet the unique needs of its clients.

Account Manager, 05/2022 - 07/2023

- Successful Account management for Wipro Global which is 40% of the total revenue for ESP Global.
- Also search for New TTEs onboarding
- Account management for Wipro account Globally for all the requirements.
- Case locking in CRM post understanding the requirements.
- Interact with Global bid and proposal team of ESP Global and work on the pricing model and prepare the client proposal.
- Responsible for interaction with Wipro Procurement and solution team post proposal submission till order finalization.
- Post order interaction with ESP Service delivery team (SDM) to fulfill the project by providing the right resource through ESP Regional Managers from every region across the Globe.
- Interact with new ITTs, IT-TT es organisations from India for new business for global projects for FTE's and Dispatch both.
- Onboarding of new IT-TT es from India for Global Services Business.
- Interact with Regional Managers Globally as per project demand and also interaction with the respective regional recruitment team within ESP on Global front.
- Interact with Global Service Delivery team for dispatch tickets resolution on time.
- Assign Dispatch projects to the respective ESP Global Service Delivery team.
- A Global IT support and services solution provider. Our services include: IT support, IT service desk, Professional services, Lifecycle management.

Manager Channel Sales, 07/2020 - 04/2022

Task-based • Generic • No metrics • Not searchable

CHANNEL SALES, CYBERSECURITY & PARTNER ECOSYSTEM LEADER

~20 yrs across IT solutions, cybersecurity, and OEM ecosystems driving partner-led revenue growth
120 Cr+ revenue delivered | 100 Cr deal closed | 40+ partners built | 60% active partner contribution

Mumbai, India

+91 9876543210

VT@gmail.com

www.linkedin.com/in/VT

Profile Summary

Channel sales and business development leader with ~20 years of experience across cybersecurity, networking, SaaS, IoT, and enterprise IT solutions. Operates across OEM, ISV, distributor, and SI ecosystems, building market presence and driving partner-led growth across BFSI, government, and manufacturing sectors. Brings strong alignment between enterprise demand, partner capability, and solution positioning, working closely with CXO stakeholders and OEM teams. Known for building high-trust partner ecosystems, strengthening market access, and enabling consistent growth across competitive and multi-vendor environments.

Channel Sales & Business Impact

- Owned partner-led revenue engine delivering 120 Cr+ across enterprise and institutional markets
- Led closure of 100 Cr cybersecurity engagement strengthening large-deal and government credibility
- Scaled partner ecosystem to 40+ active partners supporting regional growth and market coverage
- Increased partner productivity with 60% active contribution across revenue-generating ecosystem
- Established structured partner model covering segmentation, tiering, and performance alignment
- Institutionalized joint business planning across partners linking pipeline, certifications, and growth priorities
- Enabled partner performance through incentive-led engagement and targeted capability development
- Built governance rhythm across partner ecosystem improving visibility, predictability, and execution control
- Strengthened institutional presence through rare contract onboarding with Mumbai University
- Recognized with Star Performance Team Award at Black Box for revenue impact and contribution

Core Expertise

Channel Partner Strategy and Lifecycle Management

Enterprise Deal Structuring and Large Deal Closures

Partner Segmentation and Performance Management

Partner Enablement, Training and Certification Tracking

Territory Planning and Market Expansion

Revenue Ownership, Forecasting and Pipeline Discipline

OEM and Distribution Ecosystem Alignment

Joint Business Planning and GTM Execution

Deal Registration Governance and Conflict Management

CXO Stakeholder Engagement and Influence

Work History

Business Manager, Jun 2025 - Present

- Closed 100 Cr cybersecurity deal across IAM, EDR, NAC, PAM, and network security solutions
- Delivered 120 Cr+ revenue through new account acquisition and enterprise sales ownership
- Secured additional wins including 8.5 Cr IAM deal and multiple manufacturing engagements
- Expanded presence across BFSI, government, and manufacturing through CXO-level relationships
- Drove cybersecurity solution adoption including Fortinet, Trend Micro, HP, Cisco, OpenText, and Extreme Networks across enterprise accounts
- Owned forecasting cadence through weekly partner reviews and CRM updates improving visibility
- Built high-value pipeline through direct engagement and strategic opportunity conversion approach
- Positioned multi-vendor solutions based on enterprise infrastructure needs and client priorities

Sales Lead, Aug 2023 - May 2023

- Built enterprise pipeline across cybersecurity and digital infrastructure solution portfolios
- Generated new opportunities through targeted account planning and partner engagement initiatives
- Increased vertical penetration across key industries through consultative and solution-led selling

BUSINESS DEVELOPMENT MANAGER

- Managed global Wipro account contributing nearly 40% of total business revenue
- Closed deals from qualification through delivery across global enterprise accounts
- Coordinated service delivery across 100+ countries through partner and regional teams
- Enabled global resource deployment across FTE and dispatch-based engagement requirements

AUG 2023 - PRESENT

MUMBAI, INDIA

MAY 2022 - JUL 2023

PUNE, INDIA

Achievement-led • Brand-positioned • ATS-optimized • Recruiter-ready

IN CLIENT'S OWN WORDS

Response to LeadershipAura VT

From: [REDACTED]
To: sapana@leadershipaura.com
Date: 2026-05-07 20:10

Hi Sanpa and team LeadershipAura,

Please find my response below.

Dear LeadershipAura Team,

Thank you for rebranding my LinkedIn profile, Naukri profile, and updating my resume. It has truly made a noticeable difference. I am now receiving a good number of calls from recruiters across different domains.

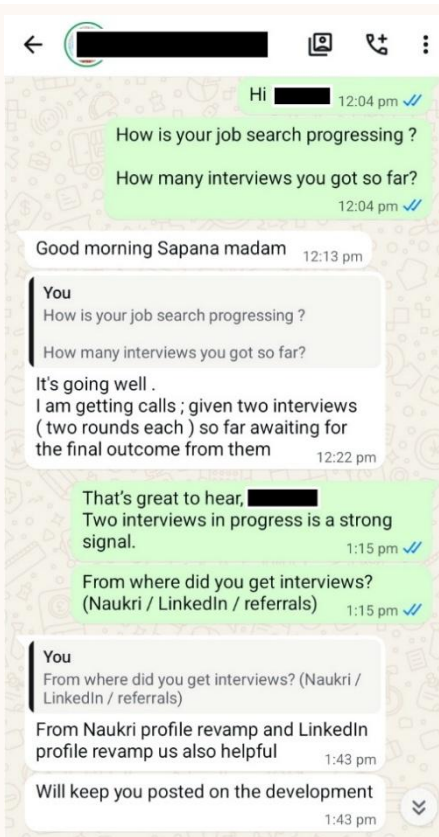
In fact, I received calls from two OEMs and successfully cleared a couple of HR rounds. Although I was not selected for the final interview round, I am still very satisfied with the overall outcome and the progress I have seen so far.

I would also like to thank the LeadershipAura team for your continuous follow-up and support throughout this journey. So far, I have received around 6-8 calls from various recruiters, which has boosted my confidence and opportunities significantly.

Wishing the entire LeadershipAura team all the very best for your future journey and continued success.

Thanks & Regards,

[REDACTED]



"It's going well. I am getting calls; given two interviews (two rounds each) so far awaiting for the final outcome from them."

— Channel Sales and Business Development Leader via WhatsApp

When asked the source of interview traction, Client confirmed:

"From Naukri profile revamp and LinkedIn profile revamp — both were very helpful."

This is recruiter attribution in real time. Not assumptions — direct confirmation from the candidate on which platforms and brand changes drove results.

Screenshot captures the client's first progress update after optimization, where he confirmed that his job search was going well, he was receiving calls, and had already completed two interviews with two rounds each while awaiting the final outcome.

Could This Be Your Story?

but because their positioning, keywords, and narrative are misaligned with how hiring systems work.

LeadershipAura closes that gap — with precision, data, and executive-grade branding.

Ready to Get Shortlisted?

Start Your Executive Branding Journey

JD Research & Gap Analysis · Resume Branding · LinkedIn Optimization · Naukri Revamp