

# Karthikeyan L

Chief Growth Officer | Data Intelligence & Digital Marketing

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25+

Years  
Experience

\$150M

Revenue Target  
Achieved

60%

Revenue  
Uplift

40%

Emerging  
Market Growth

35%

Account  
Success Rate

25%

YoY Retention  
Improvement

6 & 7

Figure  
Contracts

## EXECUTIVE PROFILE

Results-driven C-suite executive with 25+ years at the intersection of technology, data intelligence, and global business development. Proven architect of enterprise revenue engines, Fortune 1,000 client relationships, and high-performance cross-functional organisations. Delivered \$150M in revenue targets while driving sustained top-line growth, operational efficiency, and market expansion across North America.

## KEY LEADERSHIP CONTRIBUTIONS

### Enterprise Sales Transformation

Built and scaled a dedicated enterprise sales function targeting multi-year, large-ticket contracts — delivering ~40% revenue growth and a predictable high-value revenue engine.

### Inside Sales & Strategic Pursuit Engine

Established data-driven inside sales teams to qualify large enterprise opportunities, materially improving pipeline predictability and forecasting accuracy.

### Key Account Management (KAM) Excellence

Structured KAM programme across top 50 accounts accelerated transition success from 12% to 35% within 18 months, strengthening revenue stability.

### Organisational Restructuring & Profitability

Led enterprise-wide restructuring — sharpening resource allocation, rationalising costs, retaining critical talent, and directly improving operating margins.

### US Client Engagement & Growth Initiative

Relocated to New York City; converted executive relationships into multiple 6- and 7-figure multi-year contracts through strategic in-person engagement.

## CAREER HISTORY

### Champions Infometrics

*Executive Vice President · Jan 2018 – Present · Bengaluru*

- Defined and executed organisation-wide strategy; owned P&L, cross-functional teams and client portfolio.
- Achieved \$150M revenue target; delivered 60% revenue growth and 25% YoY retention improvement.
- Secured 40% of incremental revenue from emerging markets via agile market entry strategies.

### Champions Infometrics / Span Global Services

*VP, Key Accounts & Consulting – North America · Jul 2016 – Dec 2017 · New York, USA*

- Relocated to NYC to lead Fortune 500 and SMB executive engagement.
- Closed multiple 6- and 7-figure multi-year contracts; managed CS and QA teams for service excellence.

### Span Outsourcing (MetricFox)

*AVP, Marketing Services · Oct 2014 – Jun 2016 · Bengaluru*

- Revamped customer segmentation, lead generation and sales strategy for the US market.

### Span Outsourcing Pvt Ltd

*GM → AGM → Sr. BDM → BDM · Apr 2005 – Oct 2014 · Bengaluru*

- Nine-year progressive leadership; built stakeholder relationships and closed complex enterprise deals.

### Manipal Info India

*Assistant Manager · Feb 2002 – May 2004 · Bengaluru*

- Led 120-rep sales team; sold T1 lines (\$25K/line) to CIOs across the US.

## CORE COMPETENCIES

- P&L Ownership & Financial Governance
- Enterprise Sales & Revenue Scaling
- Strategic Planning & Execution
- Key Account Management
- Digital Marketing & Data Intelligence
- Organisational Design & Restructuring
- Change Management & Culture Building
- Cross-functional Team Leadership
- North America Market Expansion
- Executive Stakeholder Engagement

## SIGNATURE ACHIEVEMENTS

- \$150M revenue target achieved
- 60% revenue increase via service transformation
- 40% growth from emerging markets
- KAM success: 12% → 35% in 18 months
- 25% YoY client retention improvement
- Multiple 6 & 7-figure NYC contracts closed

## INDUSTRIES SERVED

- B2B Technology & IT Services
- Digital Marketing & MarTech
- Data Intelligence & Analytics
- Financial Services
- Healthcare & Life Sciences
- Retail & E-Commerce

## EDUCATION & CERTIFICATIONS

### B.Sc. Environmental Science

St. Joseph's College · 1996–1999

### Honours – Self-Actualisation Psychology

St. Joseph's University, Bengaluru

### Certified Digital Marketing Professional

Digital Vidya · 2016

## LEADERSHIP PHILOSOPHY

"Leadership is not about climbing the ladder — it's about extending it."