Pranav Ahuja

Commercial Leadership | Enterprise Sales | Strategic Partnerships | P&L Ownership

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PROFESSIONAL SUMMARY

Commercial leader across enterprise sales, strategic partnerships, sports, entertainment and media, who rose from Business Development Account Executive to Chief Operating Officer. Experienced in owning P&L, building commercial teams, scaling business units and managing complex relationships with global brands, Indian unicorns, large enterprises, cricket boards, agencies, broadcasters and C-suite leaders. Proven in winning new business, growing strategic accounts, negotiating large partnerships and driving repeat business. Now focused on enterprise sales in B2B SaaS, technology and AI.

CAREER HIGHLIGHTS

INR 500 Cr+ combined business with my team over 9 years	**15+** member commercial team hired, built and led	**200+** unique brands, with strong repeat business	**125–150** deals executed by my team every year	**7 years** from BD Account Executive to COO

PROFESSIONAL EXPERIENCE

ITW Universe, Mumbai — Sep 2017 – Oct 2026

Chief Operating Officer — Sep 2024 – Oct 2026

Joined ITW Universe as a Business Development Account Executive in 2017 and progressed to Chief Operating Officer by 2024, serving as COO for the final two years of my tenure until October 2026. Recognised as the **youngest Business Head and youngest COO in ITW's history**.

- **P&L and revenue growth:** Owned P&L, targets and forecasting. Scaled annual business **25x+**, from **INR 4–5 Cr** in year one to **INR 125 Cr+** in each of the last few years; about **20–25% of ITW's business** in certain years.
- **Team building and leadership:** Hired, built and mentored a **15+ member** team across Mumbai, Delhi and Bangalore that executed **125–150 deals a year**; several people I recruited now manage teams of their own.
- **Strategic partnerships:** Built partnerships across **10+ cricket boards** including **BCCI** and **ACC**, global brands (**Volkswagen, Skyscanner, Warner Bros., Marvel Studios**) and Indian unicorns (**Razorpay, CoinDCX, Porter**).
- **Strategic account growth:** Drove repeat business through executive relationships: **CoinDCX** (30+ deals in 5 years), **Delta Exchange** and **Scapia** (10+ deals each in about a year), **Arvind Fashions** (four programmes).
- **Commercial strategy and stakeholders:** Owned new business and commercial strategy, negotiating with CXOs, CMOs and agency heads; personally ran the full sales cycle on **CoinDCX**, **Delta Exchange** and **Lendingkart**.

Business Head, ITW 360 — Apr 2021 – Aug 2024

- Headed the **ITW 360 business unit** (sports, entertainment, digital, celebrity management), **owning new business**.
- Sponsorship mandates: **CoinDCX** (title sponsor, India's tour of Sri Lanka), **AstroPay** (Sri Lanka team, ICC T20 World Cup), **Goldmedal** (title sponsor, India's tour of West Indies) and ICC Cricket World Cup 2023 digital sponsorships.

Business Development & Sponsorship Manager — May 2018 – Apr 2021

- Managed sales support and post-sale account delivery across **12+ international cricket properties**, including ICC Cricket World Cup 2019 and Asia Cup 2018, coordinating brands, boards, broadcasters and on-ground teams.

Business Development Account Executive — Sep 2017 – Apr 2018

- Sold central and in-stadium sponsorships across **8 international cricket boards**; managed endorsement and image-rights deals for **Ravichandran Ashwin** and **Sir Vivian Richards**.

Internships: Bullwiz Consultants, Business Development (Jan – Aug 2017); Sportz Interactive, Product Development (2016).

EDUCATION

Indian School of Business (ISB), PGP Pro, Marketing — Jan 2023 – Jun 2024

NMIMS, Bachelor of Business Administration (BBA) — Jun 2014 – May 2017

AWARDS AND RECOGNITION

- **Gold**, e4M Red Carpet Experiential Awards (Lemonn). **Jury Member**, afaqs! Marketers Excellence Awards 2026.
- **13,500+ LinkedIn followers**, for whom I break down the business behind big brand, technology and AI deals.

SKILLS

Enterprise Sales | P&L Management | Strategic Partnerships | Team Leadership | CXO Relationship Management

Tools: CRM (in-house) | Excel | Google Sheets | PowerPoint | AI tools (used extensively to automate my work)

SELECTED ENTERPRISE PARTNERSHIPS & COMMERCIAL ACHIEVEMENTS

Client-level deal values are withheld under confidentiality agreements. "Personally led" marks accounts I owned end-to-end; all others are team business I led.

CRYPTO, WEB3 AND DIGITAL ASSETS

- **CoinDCX:** My **largest enterprise account**: **30+ deals** over **5 years**, personally led end-to-end. Campaigns combined influencer marketing with television, cricket jersey and title sponsorship.
- **Delta Exchange: 10+ deals** in about one year, working directly with the CMO. Personally led sourcing, pitching, negotiation and closure.

FINTECH, PAYMENTS AND FINANCIAL SERVICES

- **Razorpay: 6–7 deals**, including a major IPL OTT sponsorship.
- **Lendingkart:** Associate sponsorship during the Cricket World Cup. Personally led end-to-end.
- **Scapia: 10+ deals** spanning print and OTT campaigns.
- **AstroPay:** Brought the Uruguay-based payments company on board as payment solution partner of the Sri Lankan cricket team for the World Cup.

AUTOMOTIVE, MOBILITY AND TECHNOLOGY

- **Volkswagen:** Asia Cup Central Sponsor association.
- **MapMyIndia:** Co-powered by sponsorships across **two cricket series** during India's matches.
- **Porter: Two-year partnership** with **48 podcast integrations**, including Raj Shamani.

TRAVEL

- **Skyscanner: Year-long** brand ambassador association featuring Suryakumar Yadav, covering talent, media and campaign execution.

FMCG AND CONSUMER BRANDS

- **Nerolac and Asian Paints: 6–7 deals** across multiple on-ground and OTT associations.
- **Nandini Milk:** Jersey sponsorships of Scotland and Ireland during the World Cup, negotiated and closed together as one combined deal.
- **Wildstone: 5–6 deals** in television campaigns and sponsorships.
- **Cello Pens:** One-time campaign featuring Jasprit Bumrah.

ENTERTAINMENT, LIFESTYLE AND CONSUMER

- **Lemonn x Diljit Dosanjh:** Single campaign integration that won Gold at the e4M Red Carpet Experiential Awards.
- **Marvel Studios and Warner Bros. (DC):** Multiple movie-related on-ground and OTT integrations.
- **Furlenco:** Furniture placements inside RCB hospitality boxes.