

Sumit Mahawar

Sales/Biz Dev Guru and Foodie

A highly creative, artistic (award winning film-maker with 15 films credit), and dynamic business leader with over 10 years experience in business development, partnerships, sales, and entrepreneurship.

EXPERIENCE

Co-Founder and CEO

[1806 Cocktails](#) Nov 2014 - Present

- Created an on demand delivery app to deliver craft cocktail ingredients, beer, wine, and spirits in under an hour. The app also educated users on how to make craft cocktails.
- Responsible for all business functions including sales, marketing, PR, accounting, supplier management, legal, and management of various contractors.
- Successfully brought the app to revenue and cash flow positive within 2 quarters of launch.
- Drove down CAC by 40% by optimizing ad campaigns on Facebook, Instagram, and YouTube.
- Trained sales team in sales technique and CRM use and exceeded targets by 20% for 3 quarters.
- Developed staffing strategy and created a vetting process for applicants; hired and managed up to 20 delivery driver contractors.
- Ran user research sessions to assess the consumer experience; defined site architecture, flow and color schemes to optimize transactions.

Business Strategy

[Kiwi Up](#) Jan 2014 - Nov 2014

- Launched large gaming publishers such as Big Duck and Zynga on the AdLooper platform.
- Spearheaded the build out a server side product in addition to an SDK, which reduced the sales cycles from 6 months down to 2 months.
- Drove outbound/inbound business development initiatives for AdLooper (proprietary internal mobile ad mediator) optimized CRM tracking in RelateIQ.
- Led account management of all existing developer accounts, then transitioned to bringing developers onto the platform to generate ad impressions.
- Contributed to conceptualizing and launching the AdLooper product, successfully leveraging the company's internal tools as a top tier app publisher/developer to build a cost-effective ad network to drive traffic to their games and higher eCPMs to publishers.

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San Francisco, CA

SKILLS

Strategic Partnerships
Mobile Apps
Leadership
Public Speaking
Business Development

EDUCATION

Bachelor of Science

[San Jose State University](#)

Dec 2007

Business Management & Minor in
Film Cume Laude, Gary J. Sbona
Business Honors Program

Director of Business Development

Conversant Feb 2012 - Jan 2014

- Responsible for overseeing over \$36 million in ad revenue through 5,500 mobile apps per year.
- Wrote the strategic outreach plan for business development team in order to bolster startup outreach, which increased team conversions by 10% within the first quarter.
- Developed strategic partnerships, licensing, and publishing deals with companies such as Zynga, SongPop (Fresh Planet), Disney, HalfBrick Studios, and Big Duck Games.
- Grew overall ad impressions by 10% and increased revenue by more than 20% over two years.
- Developed strategic partnerships, licensing, and publishing deals with companies such as Zynga, SongPop (Fresh Planet), Disney, HalfBrick Studios, and Big Duck Games.
- Headed contract negotiations with large partners such as Disney Mobile in order to meet goals for both companies and satisfy legal requirements.
- Re-negotiated contracts with major partners to move to a more profitable variable revenue share model as per company performance goals.
- Collaborated with marketing, product, and engineering teams; and represented company at various conferences and pioneered innovative marketing events, such as sponsored food truck outside Casual Connect SF.
- Evaluated and implemented new business tracking in Salesforce to optimize delivery of team targets on both ad operations and business development teams.
- Championed the integration with MoPub's ad exchange and mediation tools, which resulted in a growth of 20% more impressions within a quarter.
- Worked closely with product management team to bring to fruition various products sought by app developers; and recruited top talent in various fields to help build the Publisher Developer Team.

Partner Relationships Manager - Startups

Nokia Oct 2010 - Jan 2012

- Qualified licensing and advertising leads and increased the conversion rate for by more than 12%.
- Evaluated qualified leads from developers and startups valued at over \$10 million annually.
- Doubled company's activities in Y1 including building relationships with VCs and Startups.
- Supported initiatives through direct interaction with value-chain partners and OEMs.
- Managed partner contracts including sponsorship agreements, contributions/participation, and co-marketing terms.
- Executed agreements and integrations with technology partners such as Verizon, Comcast, Microsoft, and Amazon.
- Represented firm at conferences, customer, partner, and developer events.
- Assisted with product design decisions for Location Point Advertising Network and defined valuable input for developer location API (SMART) based on developer needs for the product team.

Director Mobile Strategy/Business Relationship Manager

Plug and Play Tech Center Mar 2008 - Oct 2010

- Reported directly to the CEO and COO to build out mobile strategy for the accelerator.
- Created an advisory board of 15 star VCs to enhance credibility of the mobile initiative including Kleiner Perkins, Norwest Venture Partners, and Lightspeed.
- Generated 200+ leads and successfully attracted more than 30 mobile start-ups within six months of the launch of the mobile pavilion.
- Led and trained sales interns to increase the outbound reach of Plug and Play to startups.
- Developed a comprehensive plan to attract and retain startups.
- Organized, promoted, and hosted mobile developer conferences, and ran video broadcasting and social media outreach; designed marketing and branding materials for participating companies.
- Analyzed and short-listed start-ups for investments and orchestrated successful seed investments and Series-A investments; qualified and recruited start-ups to join, and then assisted and advised them with funding, marketing, product development, and staffing needs.
- Contributed substantially to the product design process of 10 mobile applications, and assisted in the recruitment of development talent, marketing, and the app store processes.