

ANUBHAV SOOD

Enterprise solution sales, turning AI capability into business value

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PROFILE

Founder, Efficient Earners; five years of enterprise sales quota; B.E. Computer Science, PGDM (TAPMI); available immediately

Most companies use AI at a fraction of what it can do. I am the person you put in front of your customers to show them what AI can actually do, and then sell them the way there. I trained as a computer science engineer and wrote code for three years before my MBA, so I can judge what an agent produces. I carried an enterprise sales quota at Ruckus and HFCL for five years, so I know how to sell what I build. Since 2025 I have directed a fleet of AI agents at a depth few people have reached, run a company on them, and sold what they make. If you need someone at the forefront of your AI integration who can also sell the solution, that is me.

LIVE WORK

- **AI:** anubhavsood.com (portfolio site) | www.efficientearnars.com (company) | desk.efficientearnars.com (member platform, sign-in only) | tradeless.efficientearnars.com and gear.efficientearnars.com (course and book) | mylittlelore.com (client storefront) | youtube.com/@EfficientEarners | full AI portfolio: <https://drive.google.com/drive/folders/1nh1aIpKtfEpPLopVzEQ3TaiPcOeLYpzI>
- **Enterprise:** accounts worked with at Ruckus and HFCL include Flipkart, Shadowfax, Xpressfeeders, Sun Pharma, Bajaj Auto, Alembic, Marriott, Hyatt, Asian Paints, Symbiosis, PCCOE and Ecole Mondiale. Deals closed: a ₹3 Cr deal stalled eight months, closed in 45 days; a ₹1.5 Cr hospitality deal rescued from cancellation and grown 40%; 272 opportunities worth ₹12.6 Cr (USD 1.71M) closed individually in FY2021; 50 new named accounts won; 17 new partners signed and taken to ₹67 lakh of run-rate business.

KEY ACHIEVEMENTS

- **Recognition.** Best performer at CommScope in two appraisal cycles, with the highest increment. Rated Exceptional Performance for FY2021, the highest band, and Highly Commendable for FY2022 and FY2023.
- **Trajectory.** Management trainee to Inside Sales Representative, Account Manager, Territory Account Manager and Sales Manager, South India, in under four years, two promotions, ending with a territory of 100 focus accounts and 11 key accounts.
- **Numbers, year on year.** FY2021: 272 opportunities closed, ₹12 Cr pipeline carried into the next year, quarterly renewal revenue doubled in Q2 and Q3. FY2023: 120% of annual quota, 180% on the primary line, 100% account retention, 20% territory growth, seven partners grown 45%, 89% of committed deals delivered as forecast. FY2024: partner-sourced pipeline lifted 60% by a programme adopted across every Indian region.
- **Since 2025, with AI.** For the client My Little Lore I built the whole requirement in a day and had the store live and selling in two, current design, payments integrated. I handed it over as a system: the agents live in the client's folder, the owner runs it with one command a day on an ordinary AI subscription of about ₹2,000 a month, and the agents check site health, watch payments and security, say what needs doing, refresh weekly and improve monthly, because they keep a record of what has worked for that business. A fourteen-agent launch-day audit across twenty five aspects found and fixed a fault that was stopping buyers from receiving what they had paid for, plus about sixty other defects in twelve commits. I run the wider company on 90 AI agents, payments live since August 2026, automate most of my own daily work, and helped Flippy Tales launch on a one-day audit and growth plan. I sold AI-driven analytics in the region before I built with AI myself.

HOW I SELL

- **Technical discovery first, business case second.** I run the first technical conversation myself, prepare the bill of materials, and bring in a specialist for detailed design before making the commercial case to the decision maker.
- **Full cycle, first outbound to deployment.** Territory plans, opportunity creation, proof of concept, proposal, negotiation and rollout, with MEDDPIC qualification, forecasts kept current in Salesforce, and playbooks written down for the next person.

CORE COMPETENCIES

- **AI systems:** agentic coding tools (agents, skills, hooks, workflows) | multi-agent orchestration and model routing | context engineering | token economics | evaluation design and verification gates | guardrails as code | MCP connectors in daily use (Chrome, Gmail, Drive, Wix, Telegram) | Python, JavaScript, Pine Script, HTML and CSS
- **Platform:** Cloudflare Pages, Workers, KV, Durable Objects, R2 | Razorpay and PayPal webhooks | Google OAuth | Supabase | Wix and Cloudflare DNS | Git version control | launchd automation | Playwright | ElevenLabs and ffmpeg media pipelines
- **Enterprise sales:** full cycle, first outbound to deployment | technical discovery before any pitch | founder, CTO and CXO engagement | consultative selling | negotiation | MEDDPIC | Salesforce forecasting | pricing | new-market entry | partner co-sell | B2B pilot design | enablement programmes built from scratch

PROFESSIONAL EXPERIENCE

Founder | Efficient Earners (Soulvalley Global LLP)

Bengaluru, India | Jun 2025 to Present

Trading-education and market-structure business for Indian retail traders, run solo with AI as the engineering, marketing and operations function (agentic coding tools for everything since March 2026). Payments live since August 2026; two properties, four products.

- **The Desk.** A marketplace of finance learning and applications: four products today, a new offering most months. Razorpay checkout opens access only after payment is confirmed; built on Cloudflare behind a 9,014-line pre-launch check.
- **The market-data engine and Blocks.** Research plans run daily and weekly across 87 instrument groups, over 15,000 Pine Script files. Blocks, my market-structure system built from what I have studied since my teens, covers 212 instruments; under construction.
- **Agent organisation.** 90 AI agents and 25 skills run the company across engineering, marketing and operations. 39 project folders are each resumable from one progress file; major reorganisations ship with their own undo scripts.
- **Marketing with AI agents.** Twelve agents keep five brands healthy across 12 platforms; a fortnightly read of 13 dashboards turns performance into action items. Email campaigns drafted by agents, sent by me.
- **Video studios.** Two multi-agent studios, 14 and 17 agents, turn a still image or a script into a finished film: animation, voice-over, Hindi subtitles and vertical cuts for social media.
- **Courses and the book.** A 72-chapter course and a 240-section AI-voiced course, each built and reviewed with agents. A 150-page book, with an India edition, and five more courses in production.
- **Running the company with a sales leader's judgment.** Pricing tested against a preset rule; the ₹25,000 a month B2B pilot held until compliance allowed it; fifty-four recorded decisions, including cutting the company to two properties and four products when the constraint proved to be audience.

Regional Sales Manager, South India | HFCL Ltd

Bengaluru, India | Aug 2024 to May 2025

Opened HFCL's South India networking business from nothing: no accounts, no partners, no references.

- The ₹3 Cr deal had stalled eight months on technical objections; a custom proof of concept built with engineering and a reframed business case closed it in 45 days, and the account became a reference that produced three further opportunities.
- Recruited the distributors and partners the territory lacked, won HFCL's first enterprise customers in the region, and launched a Rapid Demo programme that cut proof-of-concept delivery from weeks to days.

Ruckus Networks (CommScope)

Bengaluru, India | Apr 2020 to Aug 2024

Joined as a management trainee from TAPMI, designated Inside Sales Representative in the first appraisal cycle, promoted twice in under four years. Ratings: Exceptional Performance FY2021 (highest band), Highly Commendable FY2022, FY2023.

Sales Manager, South India (Dec 2023 to Aug 2024) · enterprise territory of 100 focus accounts and 11 key accounts

- Owned the region's largest, multi-stakeholder enterprise cycles, from the network team through the CIO and CFO.
- Took Ruckus's AI-driven analytics and cloud subscriptions to market in the region as they launched, among the first to do so.
- The ₹1.5 Cr hospitality rescue ran as a cross-functional recovery with engineering, support and installation on daily stakeholder updates; the testimonial won three similar accounts.
- Designed "Champions Circle," the partner incentive programme behind the 60% pipeline lift; moved top partners to certified and elite status.

Account Manager, Inside Sales (2022 to Nov 2023); Territory Account Manager, South India (2023) ·

SMB, mid-market and enterprise accounts, South and West India, Sri Lanka, the Maldives

- Closed FY2023 at 120% of annual quota and 180% on the primary line in the expanded Territory Account Manager remit.
- Held the named enterprise accounts at 100% retention with 20% territory growth and ran the region's renewal stream alongside new business.
- Covered the Karnataka education and government manager role during a vacancy and Maharashtra without a field manager, while carrying quota.

Inside Sales Representative (Apr 2020 to 2021) · inside sales for South and West India, Sri Lanka and the Maldives

- Inside sales for South and West India, Sri Lanka and the Maldives: 28 open deals carried into FY2022; trained the newer inside sales reps and SDRs; built the renewal process behind the Q2 and Q3 doubling.

Software Developer and Team Lead | Steg Technologies; earlier Game

India | Jan 2014 to Jun 2017

Developer, iNext Solutions

- Three years in software before the MBA: led small teams building e-commerce sites, mobile games and a Unity3D title, working with client CTOs and CEOs.

EDUCATION

PGDM, MBA equivalent | TAPMI (T.A. Pai Management Institute)

Manipal, India | 2018 to 2020

B.E. Computer Science | UIET, Panjab University

Chandigarh, India | 2010 to 2014

ADDITIONAL

- Bengaluru | English, Hindi | Mentor, Make A Difference (MAD), 14 volunteers.