

# Adity Malhotra

A skilled professional with over 17 years of experience in Sales, Project, and Solution Management, with specialized expertise as a Salesforce Marketing Cloud and Data Cloud Consultant.

- Sales Leadership: 9 years of experience across Banking, Real Estate, and Media industries in India and the EU, driving business growth, client acquisition, and multi-channel marketing campaigns.
- Solution & Project Management: 8 years in the Telecom sector across the Nordics, leading Martech implementations, Salesforce ecosystem integrations, and data-driven automation projects.
- Experienced in managing Salesforce Marketing Cloud, Data Cloud, and BlueConic platforms, ensuring governance, compliance, and operational excellence through collaboration with cross-functional stakeholders.

## Work experience

### Martech Solution Owner

Elisa

February 2024

Current

- Owning Marketing cloud platform and solution design
- Supporting MC projects
- Owning the Governance Marketing cloud
- Stakeholders mapping and collaborations

### Martech Product Owner & ISM Role

Telia

August 2021

January 2024

- Owning Martech solutions, Nordic business collaborations, and knowledge sharing through CoPs
- Worked closely with cross-functional teams for seamless integration of marketing technologies, including CRM and third-party tools
- Managed vendor partnerships
- Provided technical support and solutions for Salesforce Marketing Cloud and BlueConic

### Sales And Business Head

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April 2016

August 2021

- Acquired new customers and managed key account relationships
- Hunted new business within targeted territories and industries
- Handled full sales cycle using Salesforce Sales Cloud: leads, accounts, opportunities, and closures
- Developed reference networks via social media
- Conducted marketing and market research
- Maintained sales and marketing data in Salesforce
- Built and managed associate networks
- Managed global product launches
- Oversaw 100+ Nordic B2B clients, launched trade media campaigns across 40 countries and 6 time zones
- Coordinated with journalists/editors across CIS, Europe, Latin America, and the Middle East



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## Skills

Sales and Business development

Strategic Alignment

People and Team management

Project Management

Salesforce Marketing Cloud  
Consultant

## Certifications

Salesforce Marketing Cloud  
consultant

Data cloud consultant

SAFe Product owner

BlueConic CDP Certified

## Languages

FINNISH (B2)

English (C2)

## Interests

Travels

Volunteering

## Sales & Operations

May 2010

### Ats Infrastructure

December 2012

- Generate leads and manage sales efforts across the region
- Maintain MIS to track team performance
- Organize roadshows for corporate clients to promote bulk bookings
- Plan and negotiate events with event management companies
- Initiate company advertisements and collaborate with media agencies for coordination

## Education

### Master of Business Administration – Service Design

Turku university

### Liiketalouden Perustutkinto Merkonomi

Axel, Finland

### Postgraduate Diploma in Business Administration

April 2006

Symbiosis, Pune, India

- Specialization: Sales and Marketing

### Bachelor of Commerce (Hons.)

April 2003

Delhi University, India

## Volunteer work

### · Marketing Head for India Day 2016 in collaboration with Embassy of India

January 2014

December 2019

Espoo

- Marketing Leadership at Suomi Intia Seura
- Marketing Head for India Day 2016 in collaboration with Embassy of India

### · Leading marketer community, Helsinki, Salesforce

January 2024

Current

Helsinki

- Leading marketer community, Helsinki, Salesforce