

# 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

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

February 2024

Current

### Martech Product Owner & ISM Role

Telia

- 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

August 2021

January 2024

### Sales And Business Head

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- 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

April 2016

August 2021



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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**

### **Ats Infrastructure**

May 2010

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

Esopo

- 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