



# Jai Kharbanda

Consulting Business Development

London, UK

[View profile on Dweet](#)

## Links

[LinkedIn](#)

## Languages

English (Native)

French (Fluent)

Hindi (Basic)

Italian (Fluent)

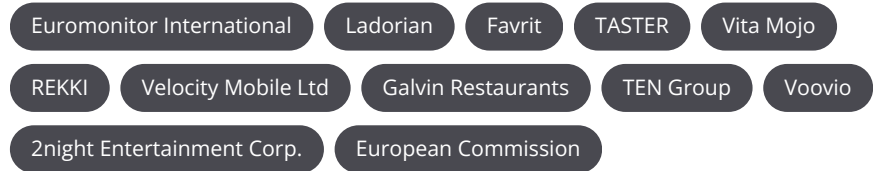
Korean (Basic)

Spanish (Fluent)

## About

A generalist by nature, I've built a varied and international career in commercial, operational and general management positions where I've helped several high-growth technology companies to figure out product market fit alongside building go to market strategies to help them scale into key markets, segments and regions in the UK, EMEA and North America.

### BRANDS WORKED WITH



## Experience

### ● Consulting Business Development, e-commerce solutions

Euromonitor International | Sep 2023 - Now



### ● Country Manager, UK

Ladorian | Jan 2023 - Aug 2023



### ● Director of Strategy and Business Development

Favrit | Nov 2021 - Mar 2023

Successfully negotiated with multiple enterprise-sized FMCG brand companies to commit to a brand new paid data platform, resulting in a new, lucrative revenue stream

Leveraged the aforementioned partnerships to help us scale more quickly by working with Key Account Managers within these brand companies to onboard their customers onto our platform, leading to a dramatic reduction in CAC

Spearheaded the company's expansion plans into EMEA by creating launch strategies, writing playbooks, alongside project managing teams cross-functionally to ensure business readiness

Created and presented the strategy around aforementioned business model and growth strategy, convincing our SLT to test in the UK before successfully rolling out into new EMEA markets

Collaborated with Product to redefine our core customer and formulate a brand new roadmap to enhance our offering, leading to a 11x increase in run rate and ~80% in transaction volume

Developed business plans with brand companies to grow their businesses within our platform, resulting in improved data quality on customers and improved marketing ROI



### ● Head of Sales - UK

TASTER | Jun 2021 - Oct 2021

Successfully achieved aggressive business targets in a very short space of time (and ahead of schedule) by redefining the company's expansion strategy for the UK from scratch

Carried out in-depth data analysis of existing partnerships to understand and redefine core customer, resulting in a more relevant pipeline of qualified leads and a faster sales cadence, from 2 deals per month to 8, with the same headcount

Created new processes through collaboration with ops, finance and engineering to improve internal tooling, leading to more repeatable processes and contributing to shorter onboarding

Hired and trained a team of six individuals who began producing within two months, thus allowing the business to achieve an aggressive target previously considered impossible

Influenced company board and other stakeholders to allocate resources for top-of-the-funnel activities to allow us to expand more quickly across the UK

Took ownership of entire expansion process in the UK, providing company-wide leadership



## ● Head of Operations

Vita Mojo | May 2020 - Jul 2021

Project Managed the launches of multiple clients in a much shorter space of time than usual for several well-known brands, including training, integration enablement, customer experience, and rollout strategy, exceeding targets by adding £400k ARR within four months

Grew several strategic partnerships with a variety of platforms, including payments, e-commerce, subscriptions and delivery, leading to lower fees and higher ATV for our clients

Analysed and liaised with decision makers at key accounts, helping them to identify problems and find solutions through effective up-selling of our product, increasing these to 17% from 3%

Created new processes and renovated existing ops playbooks through cross-functional collaboration with product and engineering to improve internal tooling, thereby leading to more predictable and repeatable processes, and shorter onboarding times from 4 weeks to 1 week

Influenced company board and other stakeholders to allocate resources for international expansion through business cases and go-to-market strategies

Spearheaded the creation of two new revenue streams valued at £2m GMV following consultation with product, engineering, finance and other key internal and external stakeholders

Expanded technical knowledge of my team to include API implementation and space planning, thereby making us more self-sufficient and improving client health scores

Oversaw hiring of, and coached 10 new individuals across two new functions within my team to increase capacity and provide support, within a three month period

Presented at weekly leadership and All-Hands meetings to influence priorities and define strategic goals



## ● Global Head of Sales and Strategic Partnerships

REKKI | Jan 2017 - Apr 2020

Formulated and developed territory plans for expansion, scaling to 9 regions over 2 years, exceeding sales targets (in hostile, competitive markets) and helped turn us into a revenue generating business

Managed, coached and scaled teams of sales reps across all new regions, helping to execute on regional sales strategy and acquiring 250+ high-impact supplier partnerships within 18 months

Unlocked new growth channels through these partnerships, increasing demand-side, new customer acquisition from 80 to 200 accounts/month with near perfect retention (~89% cohorts)

Analysed performance of teams across the business to ensure commercial consistency on comms, onboarding and support for all regions, including marketing, product, sales and operations, reducing go-to-market from 3 months to 1 month

Collaborated with COO to define metrics and conditions to initiate handover process and from launch to regional/local teams, ensuring continuity and almost no ops downtime as well as reducing new customer onboarding to same day from 5 days

Refined sales processes resulting in lower customer acquisition costs from \$600 to \$150 USD through creation of an inside sales team and by co-creating a growth strategy with marketing

Co-authored company playbooks on international expansion, green-lighting methodology, including data analysis, market viability evaluation, business cases and go-to-market strategies

Provided quarterly updates to leadership on sales performance and forecasting as well as contributed to defining business priorities and setting KPIs

## ● Senior Key Partnerships Manager

Velocity Mobile Ltd | Apr 2015 - Nov 2016

Scaled restaurant partnerships from 150 to 445 within 9 months, beating quarterly targets by around 66%, contributing directly to price

of Uncover's acquisition in December 2015

Managed 400 partnerships with no churn, increased booking volumes month-on-month from 2K covers to 6.5K, along with handling engagement, training, complaints, special requests, marketing assistance, invoicing, and essentially acting as gatekeeper for such partnerships

Rolled out a brand new, pay at table technology including implementing integrations and negotiations with Elavon, our payment gateway, on behalf of each customer

Coached sales managers on reducing sales cycles, resulting in 18% more closed deals

Refined a complex sales cycle that reduced venue on-boarding time from 2 weeks to 4 days

Negotiated with restaurants to increase inventory from 300K to 520K over a 4 month period

Project managed the migration of our entire restaurant portfolio from same day/next day bookings to 7 days, including pitching, pricing and training within 4 weeks (target: 6 weeks)

Consulted to CEO on potential acquisitions and provided advice on market growth strategies



## ● Interim Marketing Manager

Galvin Restaurants | Jun 2014 - Jan 2015

Project managed the implementation of an e-commerce platform, along with management of product distribution with three separate logistics agencies and various suppliers, as well as looking after inventory, pricing, website copy, and complaints

Developed products and managed their creation to enhance awareness of the Galvin brand and showcase our relationship with producers and suppliers

Introduced and managed a loyalty programme with a guest database of 84,000 people

Identified key suppliers and created partnerships to generate marketing opportunities, such as Haig Whisky, Diageo, Uncover Dining, amongst others

Spearheaded improved coordination between marketing and reservations, leading to better organisation in publicising restaurant availability and special offers with third parties

Planned and oversaw two photo-shoots, coordinating between staff availability, restaurant layouts for private dining and regular service, guests, as well as kitchen for food shots

Revitalised private dining and events strategy through renewed relationships with event management partners and EA/PA agencies

Pioneered a data driven approach to marketing activities, thus better measuring our performance and presenting to key stakeholders at monthly PNL meetings

Managed social media and grew a guest database of subscribers by 40%

Implemented a test SEO campaign to promote Sunday lunch, resulting in dramatic upsurge in reservations

Authored a regular newsletter to guest database and improved engagement through changes to copy and using data to find best time to send newsletters



## ● Supplier Partnerships Manager - EMEAI Restaurants

TEN Group | Feb 2013 - Mar 2014

Received two promotions during my tenure, including assisting in the creation of a new team

Mentored, trained and supervised a team of ten in improving their global dining knowledge, workflow efficiency and on best practice to achieve higher member satisfaction scores

Used my extensive knowledge of, and contacts in, restaurants in the UK, EMEIA and Hong Kong to orchestrate access into most sought after restaurants

Analysed data on spending and travel habits of membership to decipher best cities to develop business in, leading to more relevant and beneficial partnerships

Pitched by phone and in person to negotiate access to most sought after restaurants, bars and clubs in the UK, EMEIA and Hong Kong, leading to average 40% increase in successful bookings

Secured restaurant benefits with new and existing restaurant partners for global corporate accounts, including Amex Global Dining and Visa

## Dining Europe

Advised senior management team on market strategy in EMEA for aforementioned programmes, thereby shaping routes to market

Collaborated with UK, EMEA, AP and Americas dining teams with client requests, ensuring best practice followed internally and best results achieved for member

Generated new revenue streams by negotiating exclusive access to private, unpublicised events, which also resulted in dramatically improved Member Satisfaction scores

Assisted in launch of pilot scheme with a major international bank by providing global strategic support from Hong Kong

Increased profitability of all Dining Teams globally through consistently doubling briefed and closed job over targets whilst also maintaining excellent Quality Assessment scores

Authored fortnightly newsletter on special events, nightclubs and bars to a readership of over 5000 nightlife engaged members, generating over 150 extra requests per month as compared to previous average of 40

Provided general knowledge of Indian market and interviewed candidates for new Mumbai office



## ● Business Development Manager

Voovio | Jul 2011 - Feb 2013

Managed company accounts, involving preparation, organization and direction of photo shoots in London and New York City

Administered a client database of over 1000 businesses in London and New York City

Arranged the look and feel of restaurant, hotel and retail spaces for interior photo shoots

Directed and produced content, including photography and post production in Photoshop to create virtual tours for hospitality and retail company websites

Used contacts and knowledge of London and New York restaurant scenes to generate business

## ● Senior Business Development Manager

2night Entertainment Corp. | Nov 2009 - May 2011

Delivered solutions to clients in both English and Spanish on branding/marketing strategies

Consulted on restaurant projects and developed concepts for restaurant owners and investors

Carried out feasibility studies and contributed to business plans for new clients



## ● Trainee

European Commission | Mar 2007 - Jul 2007

Trainee at the Secretariat General

## Education & Training

---

2008 - 2010 ● Queen Mary University of London

PhD Candidate,

2004 - 2006 ● School of Advanced Study, University of London

MA,

2001 - 2004 ● Queen Mary University of London

BA,

1999 - 2001 ● Kodaikanal International School

International Baccalaureate,