



Varun Mundra

First Principles Thinker | GTM Leader | Building and Scaling AI & SaaS

B.Tech Computer Science (Nirma University, India, 2011)
International MBA (SPJIMR, India & IESEG, France, 2013)

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SKILLS SUMMARY

GO-TO-MARKET (AI & SAAS)	●●●●●
COUNTRY MANAGEMENT	●●●●●
TEAM BUILDING	●●●●●
STRATEGIC AND OPERATIONAL PLANNING	●●●●●
NEGOTIATIONS AND CONTRACT STRUCTURING	●●●●●
CONSULTATIVE SALES	●●●●●
CONTENT	●●●●●
ACCOUNT MANAGEMENT	●●●●●
DESIGN THINKING	●●●●●
PRODUCT MANAGEMENT	●●●●●

ACHIEVEMENTS

- BUILT AND SCALED SUCCESSFUL AI & SAAS BUSINESSES ACROSS SIX INDUSTRIES, DRIVING MULTI-MILLION-DOLLAR REVENUES AND ACHIEVING GROWTH IN KEY MARKETS.
- PROVEN EXPERTISE IN GTM, STRATEGIC PLANNING, TEAM BUILDING, AND EXECUTION.

LANGUAGES

ENGLISH	●●●●●
HINDI	●●●●●
FRENCH (BEGINNER)	●●●●●

SUMMARY

Strategic business leader with 13+ years of diverse experience across AI, SaaS, fintech, and healthcare. Adept in

- Building and mentoring high-performance, cohesive teams.
- Working with a telescope (developing effective long term strategies) and a microscope (tactical approaches) to achieve sustainable business growth.
- Applying first-principles thinking and strategic execution to organisation building.
- Executing AI-powered solutions and managing multi-million dollar revenues across industries.

Work experience

MD & Country Manager, India - [Vara](#) (German AI SaaS firm for healthcare)

February '23 - ongoing

ROLE & ACHIEVEMENT:

- P&L ownership & expansion: As part of the leadership team, I set up the India entity and led the GTM strategy, team and process building, as well as expansion for Berlin-based Vara.
- Led India's first AI-powered breast cancer screening program in the public health sector. A multi-stakeholder collaboration with regulators, clinicians, and government decision makers whilst ensuring data and AI safety guidelines.
- Executed the largest AI clinical-research of its kind with the Tata Memorial Centre, India's foremost oncology institute, making way for multi-million dollar projects.
- Developed and implemented two revenue models: D2C for private markets, and SaaS for public healthcare markets and partner channels.

Director Enterprise Sales BFSI (India) - [Skit](#) (Indian AI SaaS firm for voice automation)

July '21- January '23

ROLE & ACHIEVEMENT

- Part of sales leadership, I built and led the India FSI (financial services and insurance) sales vertical from scratch driving adoption of AI voice automation.
- Secured 10+ enterprise clients within one year, driving initial use cases with clear upsell potential. Minimum US dollar account size in six-figure ARR.
- Scaled sales capacity, with my team overachieving targets for both years.

Business Development Head (APAC) - [TOPXIGHT research labs](#) (US based start-up incubator.)

May '17 - June '21

- [ALPHABETA Inc](#)- a deep tech firm using visualisation, AI, DLT, and edge computing.
- [Manoké Inc](#) - a music education firm building a unique musicianship ecosystem with learners and trainers using benchmarked curriculum in a fragmented market in India.
- [Cythereal Inc](#)- a deep tech, cybersecurity firm with one-of-kind patent pending, anti-malware technology with a research grant of \$5mn from the US DoD.

LEARNING & ACHIEVEMENT:

- Led growth of multiple AI SaaS ventures.
- Closed multiple institutional deals with stock exchanges (NSE, BSE) and other large enterprises partnerships.
- Drove AI product-market fit, enabling a transition from zero to revenue in the Indian market.

Global Business Manager - Rupam Granite & Marbles (natural stone processing SME)

May '11 – June '12, August '13 – August '15 and March '16-April '17

ROLE:

- Sales and business development (B2B, B2C) including international trade development.
- Optimised supply costs by sourcing a variety of raw material from Europe and Middle-East.

LEARNING & ACHIEVEMENT:

- Designed and executed product repositioning of type of marble resulting in a profitability increase of 12%.
- Worked on market segmentation as an input for sales efforts.