

## Contact

+919810075692 (Mobile)  
saurabhswarup@gmail.com

www.linkedin.com/in/saurabh-  
swarup-52284514 (LinkedIn)  
www.liquidbarcodes.com  
(Company)

## Top Skills

Six Sigma  
Brand Equity  
People Management

## Languages

English (Native or Bilingual)  
Spanish (Elementary)  
Hindi (Native or Bilingual)

# Saurabh Swarup

Chief Rainmaker  
McLean, Virginia, United States

## Summary

Transformational, energetic and strategic business leader with extensive marketing and technical sales accomplishments in CPG, food service, and convenience retail. Career graph spanning over 22 years and 45 countries.

---

## Experience

### Liquid Barcodes

9 years 3 months

#### General Manager - North America and Head of Global Sales

February 2019 - Present (4 years 10 months)

McLean, Virginia, United States

- General Manager North America with a P & L responsibility for the region.
- Lead the global sales function and ensuring a strong pipeline to deliver on sales targets.
- Manage the support team based out of company's global offices in Spain & Norway.
- Leading organisations marketing initiatives to develop a clearly differentiated positioning in North America and managing marketing teams (internal & external) for driving brand relevance amongst the target group.
- Developing go-to-market strategy for the company in markets outside of EU. More specifically expansion into the North & Latin America.
- Responsible for building & demonstrating thought leadership for Liquid Barcodes in the North American convenience market with subscriptions as the future of loyalty.
- Forging winning partnerships in the market place
- Formulating & deciding the development priorities for Liquid Barcodes innovation pipeline.
- Lead representative for industry collaborations with global trade organisations such as National Association for Convenience & Fuel Retailing (NACS).
- Deliver high-impact sales presentations to c-suite level executives concerning Liquid Barcodes Technology, specialize in negotiations and closing.

- Play a key role in solution design and implementation through marketing channels (digital & analogue) & POS integration with Liquid Barcodes systems.

### General Manager

September 2014 - February 2019 (4 years 6 months)

Asia Pacific

Heading the sales & operations for North America & Asia Pacific regions for the most comprehensive digital, loyalty, couponing, marketing and retail engagement technology platform in the world.

### IMT Ghaziabad

Visiting Faculty Member

March 2014 - February 2019 (5 years)

New Delhi Area, India

Visiting Faculty for Full Time, Part Time & Executive Management students in areas of:

- Service Operations
- Services Marketing
- Strategy and Retail Management
- CRM

### Costa Coffee

Marketing Director - Middle East, North Africa, India & S.E. Asia

December 2012 - March 2014 (1 year 4 months)

Dubai, India & Singapore

Responsible for the entire gamut of marketing operations, brand development and its products in 25 different countries across Middle East, North Africa India & South East Asia regions, Stretching from Egypt to Hong Kong via Kazakhstan and all in between. I liaise with Costa international teams, franchise partners and potential partners on global initiatives and developments and ensuring safe and effective implementation of the brand across the regions via operational excellence and added value products, pricing, promotions & marketing. The business comprises of 25 countries, 450 + stores & 9 Franchise Partners (FPs).

### Carlsberg India Pvt. Ltd.

Head - Brand Marketing

October 2011 - December 2012 (1 year 3 months)

Managed the brand vertical for all brands under Carlsberg India portfolio namely Carlsberg, Tuborg & Palone & responsible for the entire gamut of

marketing operations for the brands which includes Creative development & Media & Communication strategy, achieving the market share numbers, building brand salience & consideration for the products.

## Lavazza

Director of Marketing and Product Development

March 2010 - October 2011 (1 year 8 months)

- Responsible for the entire gamut of marketing operations for Barista Lavazza Cafes across India & neighboring countries which include Media & Communication strategy, Public relations & Product development.
- Have P&L responsibility of the brand, and am responsible for the delivery of the company's marketing contribution.
- Given the task of launching Café formats from Lavazza's global portfolio into the Indian market.

I report to the Chief executive officer of the company. I have 5 young marketers who look after various aspects of marketing as part of my team.

## Yum! Brands

Marketing Leader Pizza Hut Delivery (PHD)

February 2008 - March 2010 (2 years 2 months)

New Delhi Area, India

As the marketing leader for Pizza Hut Home service business I was responsible for the entire gamut of marketing operations for the delivery business in India.

Main responsibilities include:

- Media & communication strategy development.
- Developing consumer intimacy
- Agency coordination for developing relevant creatives for print, TV, Outdoor & media planning.
- All online marketing initiatives which include website management, online advertising
- Monitoring shares of major competitors in the delivery space.
- Effectively manage the annual advertising & promotional budgets to drive business for the franchises.

## Whirlpool Corporation

Senior Manager International Business

May 2003 - January 2008 (4 years 9 months)

I was responsible for the marketing operations of the company in Sri Lanka, Bangladesh, Nepal & Pakistan. Brands include Whirlpool, Kitchen Aid, and Maytag. I was also given the task of launching brands from the Whirlpool's global portfolio into these markets.

Had overall business responsibility for South Asia along with the task of identifying markets for geographic expansion and launching our brands in them

## GE Capital

### Process Lead

June 1999 - September 2000 (1 year 4 months)

- Worked directly with GE's US-based clients providing them with world-class customer service & collections in the area of credit cards.
- Handled collections of late stage delinquent accounts and provided solutions for the possible ways of getting the accounts out of delinquency. E.g.: account extensions, pay offs, discount schemes, credit counseling services, insurance plans, social security schemes

---

## Education

Institute of Management Technology, Ghaziabad

MBA, Marketing & finance · (2001 - 2003)

Shri Ram College of Commerce

B Com (Hons), Commerce · (1996 - 1999)

The Doon School

High school, Commerce · (1989 - 1996)