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EXECUTIVE PROFILE

Enterprise technology executive with **20+ years of experience across AI, cloud, cybersecurity, enterprise software and digital transformation**, including senior leadership roles with **Microsoft, AWS and IBM** across APAC/ANZ.

Track record of delivering **revenue growth, enterprise transformation and strategic market expansion** by aligning C-suite stakeholders, sales organizations, partners and delivery teams around complex, multi-year outcomes. Experienced in **enterprise sales, strategic pursuits, partner ecosystems, GTM strategy, cloud adoption, AI transformation and commercial governance** across highly matrixed organizations.

Combines executive-level commercial leadership with sufficient technical depth to translate **AI, cloud, cybersecurity, hybrid cloud and DevSecOps** into business value, customer outcomes and scalable GTM strategies.

IMPACT

Microsoft: 200% strategic revenue growth; 47% YoY enterprise segment expansion across APAC.

AWS: 157% against budget; 44% YoY growth across ASEAN enterprise transformation.

IBM: 30% increase in strategic pursuits revenue across APAC/ANZ.

Current AI advisory: economic and regulatory frameworks for Sovereign AI and GPU-as-a-Service propositions for two major ASEAN telecommunications firms.

CORE EXPERTISE

- **Enterprise & Strategic Sales:** Enterprise Sales | Strategic Accounts | Strategic Pursuits | Complex Deal Strategy | C-Suite Engagement | Revenue Growth | Commercial Strategy
- **AI & Cloud:** Generative AI | AI Transformation | AI Strategy | Sovereign AI | GPU-as-a-Service | Cloud Transformation | Cloud Adoption | Cloud Consumption | Azure | AWS | Hybrid Cloud | Public Cloud
- **GTM & Market Expansion:** Go-to-Market Strategy | Market Entry | APJ Expansion | Revenue Strategy | Sales Transformation | Channel Strategy | Partner-Led Growth
- **Ecosystem Leadership:** Strategic Partnerships | Partner Ecosystems | Alliances | Channel Management | Partner GTM | SI / Technology Ecosystems | Customer-Partner Alignment
- **Executive Leadership:** APAC Leadership | Cross-Functional Leadership | C-Suite Advisory | Talent Development | Change Leadership | Performance Enablement | Executive Stakeholder Management
- **Governance & Commercial Excellence:** Deal Governance | Delivery Governance | Negotiation | Risk Management | Commercial Stewardship | Operational Excellence | Performance Management
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PROFESSIONAL EXPERIENCE

GenAithical | Singapore | Strategic AI Advisor & Managing Director | 2023 – Present

Advise AI startups, technology companies and major ASEAN enterprises on **AI strategy, market entry, GTM, channel management and commercial execution**.

- **Built economic and regulatory frameworks for GPU-as-a-Service and Sovereign AI offerings** for two major ASEAN telecommunications companies, translating complex AI infrastructure and regulatory requirements into validated commercial opportunities.
- **Designed regional GTM and product implementation strategies** for a US-based AI application-fabric platform, supporting its expansion into the APJ market.
- **Advised AI startups and established MNCs on commercial execution** across AI, cybersecurity and public-cloud portfolios, with emphasis on channel strategy, sales execution and operational optimization.
- **Bridged technology, commercial and regulatory considerations** to help organizations convert emerging AI capabilities into practical enterprise propositions and revenue opportunities.

Microsoft | Singapore | Senior Director, Enterprise Sales Leader, APAC | 2022 – 2023

Led enterprise sales and partner-led cloud transformation across APAC, with a focus on strategic revenue growth, Azure adoption, complex commercial engagements and C-suite relationships.

- **Delivered 200% strategic revenue growth and 47% YoY enterprise segment expansion** by shifting the sales motion toward long-term Azure adoption, cloud consumption and enterprise modernization.
- **Led complex partner-driven cloud transformation programs** by establishing commercial discipline, delivery accountability and executive governance across stakeholders.
- **Accelerated Azure consumption and modernization** by connecting C-suite business priorities with multi-year cloud transformation roadmaps across BFSI and Telecommunications.
- **Improved execution quality in complex pursuits** by establishing transparent deal and delivery rhythms that enabled teams to identify risks early and adapt execution.
- **Strengthened commercial outcomes in high-stakes negotiations** by coaching pursuit leaders through legal and finance engagements involving SLAs, milestones, commercials and contractual alignment.

Amazon Web Services | Singapore | Head of Enterprise Transformation, ASEAN | 2020 – 2022

Led AWS's enterprise transformation motion across ASEAN, coordinating multidisciplinary sales, professional services, finance and partner organizations around complex enterprise programs.

- **Delivered 157% against budget targets and 44% YoY growth** by scaling enterprise transformation programs across ASEAN and aligning multidisciplinary teams around commercial and customer outcomes.
- **Scaled partner-led enterprise transformation programs** by aligning sales, professional services, finance and partner organizations around common delivery and commercial objectives.
- **Strengthened country-level leadership capability** by coaching leaders through the competing demands of growth, execution quality and commercial discipline.
- **Improved customer trust and execution consistency** by establishing collaborative operating mechanisms across sales, services and finance teams.
- **Increased organizational adaptability** by introducing learning-oriented review forums that enabled teams to adjust delivery approaches as customer requirements and market conditions evolved.

IBM | Singapore & Melbourne | Sales Leader, Strategic Pursuits, APAC/ANZ | 2017 – 2020

Led strategic pursuits and partner ecosystem development for complex, multi-year enterprise transformation programs across APAC/ANZ.

- **Increased strategic pursuits revenue by 30%** by directing pursuit strategy, partner selection and commercial shaping for large-scale transformation programs.
- **Improved strategic pursuit quality** by assessing partner capabilities, long-term delivery risk and ecosystem fit rather than optimizing solely for short-term deal outcomes.
- **Strengthened pursuit-to-delivery accountability** by establishing governance standards, clear ownership models and executive oversight across complex programs.
- **Maintained momentum through politically complex engagements** by coaching pursuit leaders through partner misalignment, stakeholder conflict and high-pressure commercial decisions.
- **Translated complex technology architectures into compelling transformation narratives** spanning Hybrid Cloud, AI and DevSecOps, enabling teams to connect technical capabilities with enterprise business outcomes.

EMC | Melbourne | Sales Leader | 2013 – 2016

Led ecosystem-based enterprise sales motions across regulated environments, managing strategic customer and partner relationships.

- **Drove ecosystem-led sales execution in highly regulated environments** by aligning partners and internal teams around shared customer and commercial outcomes.
- **Strengthened a strategic Telstra customer/partner relationship** through disciplined stakeholder management, mutual accountability and outcome-focused engagement.
- **Expanded leadership influence across partner-led execution** by transitioning from direct-control management toward cross-organizational influence and collaboration.

Symantec | Melbourne | Sales Leader, APAC/ANZ | 2008 – 2013

Led high-performing sales teams delivering enterprise cybersecurity solutions through partner ecosystems across Asia-Pacific.

- **Built and led high-performing APAC/ANZ teams** delivering cybersecurity solutions through partner-led sales models.
- **Expanded enterprise security sales through ecosystem relationships** by aligning partners, customers and internal teams around evolving regulatory and market requirements.
- **Developed resilient, adaptable sales organizations** capable of navigating complex enterprise environments and changing customer requirements.

PREVIOUS PROFESSIONAL EXPERIENCE

Trend Micro | Melbourne | Presales Engineer, Australia/NZ | 2003 – 2008

Advanced Solutions International | Melbourne | Systems Engineer, Australia/NZ | 2001 – 2003

EDUCATION

Bachelor of Computer Science

La Trobe University, Victoria, Australia

EXECUTIVE VALUE PROPOSITION

AI + Cloud Transformation — Combines commercial leadership with technical fluency across AI, GenAI, cloud, cybersecurity, hybrid cloud and enterprise transformation.

Enterprise Revenue Leadership — Demonstrated ability to grow strategic revenue, exceed targets and shift enterprise sales motions toward sustainable customer adoption and consumption.

APAC Market Leadership — Extensive experience across APAC, ASEAN and ANZ, including complex multinational, regulated and partner-led environments.

Strategic Ecosystem Leadership — Proven ability to orchestrate customers, partners, sales, services, finance and executive stakeholders around complex transformation outcomes.

Executive Stakeholder Management — Experienced in C-suite advisory, complex negotiations, strategic pursuits and navigating highly matrixed organizations.

People & Organizational Leadership — Builds high-performing teams and develops leaders through coaching, accountability, collaboration and performance enablement.