



SUJIT JANARDANAN

Evaluator

DISC Type : DSC

Chief Marketing Officer at Neysa Networks

Mumbai, Maharashtra, India

Overview

Sujit is a seasoned B2B marketing leader with over 20 years of experience, specializing in taking cloud products to market. He was part of the founding team for Google Cloud in India and also led marketing at AWS India. Colleagues describe him as a resourceful, take-charge person who can dramatically transform a business function.

He appears passionate about professional development, fondly describing his hotel management alma mater as a "moulding oven" that turns aspiring students into "ready to take on the world. . . go-getters. " This suggests a strong appreciation for mentorship and seeing talent grow.

He recently represented the Agtech community at COP28 to discuss enabling sustainable food production globally.

Personality Overview

Hard To Convince

Fast But Analytical

Quality Focused

They have a unique set of diverse traits where they are decisive and methodical but can sometimes be extra cautious and skeptical. They focus on the results, but can still be quite procedural and analytical about how to get there. They are not very likely to become strong advocates of your product or service.

Topics They Care About

Digital Agriculture

As CMO of Cropin, he is focused on leading digital transformation in the agriculture industry through AI-powered solutions and creating a new global product category.

Sustainable Farming

He is a vocal advocate for using technology to enable sustainable food systems and climate-resilient agriculture, having spoken on the topic at COP28.

B2B Go-to-Market

His career at Google Cloud, AWS, and Cropin has centered on building and scaling marketing organizations to drive go-to-market strategy for cloud services.

Industry Cloud Platforms

He is currently introducing CropinCloud, the world's first intelligent cloud platform specifically built for the agriculture industry, drawing on his deep experience from Google Cloud and AWS.

Professional Development

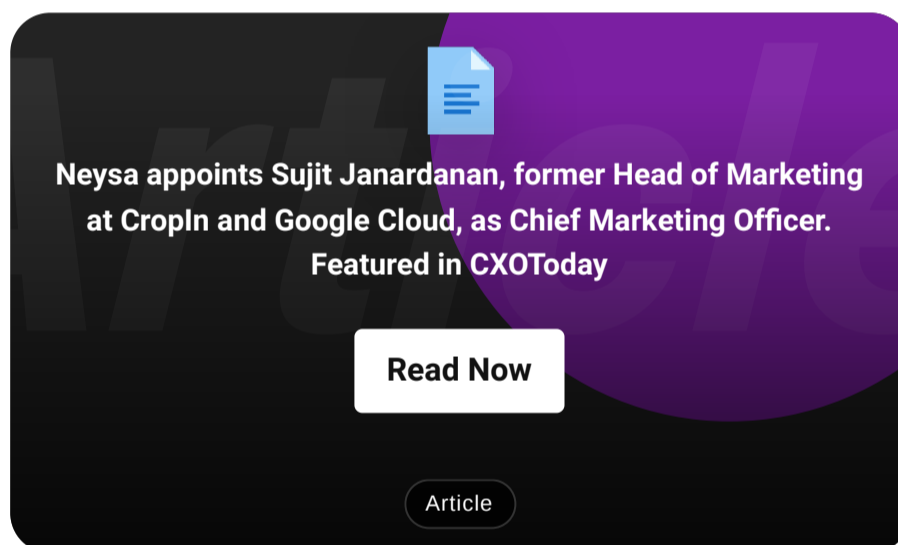
[Predicted] His passionate description of his alma mater suggests a strong belief in the power of education and mentorship to shape successful careers.

Mumbai Indians

[Predicted] Having attended university and held several senior roles in Mumbai, he likely follows the local IPL cricket team.



Media Appearances



Work History

- 8-2024
Chief Marketing Officer at Neysa Networks
- 9-2021 - 8-2024
Chief Marketing Officer at CropIn Technology
- 6-2017 - 9-2021
Head of Marketing - India, Google Cloud at Google
- 12-2014 - 6-2017
Vice President - Global Marketing and Corporate Communications at Aranca
- 2-2014 - 11-2014
Head of Marketing - India at Amazon Web Services

Education

- B.Com from University of Mumbai
- 2011 - 2012
Executive Education from Indian School of Business
- 2007 - 2008
eMEP from Indian Institute of Management, Kozhikode
- 1997 - 2000
Dip. HMCTAN from Institute of Hotel Management and Catering Technology - Mumbai
- 1995 - 1997
HSC from SIES College of Science, Arts and Commerce, Sion, Mumbai

More Information

Social Presence :



Prographics :

Exp : **25** Location : **Mumbai, Maharashtra, India** Job Level : **Leadership**

Designation : **Chief Marketing Officer at Neysa Networks**

Interested In

Sports

Soccer Team

Insights For Selling To Sujit

👉 During A Call Or A Meeting

DO's

- Be prepared for comments or questions that are critical of your product or your claims
- Keep a professional, business-like approach; especially if you tend to get informal quickly
- Help them see both - the 'big picture' impact and the ROI of the investment

DONT's

- Don't nudge them to do something by using the logic that others have done the same
- Don't focus on relationship, focus purely on the merit of your product
- Avoid self-deprecating references or general informality, it could decrease their trust in you

👉 When Cold Calling

Insights

Pattern Interrupt: Confident style, with a mix of informality and formality gets their attention.

Pace: Speak slightly fast. Sound like a 'gets shit done' person.

Tone: Do not sound too eager, as if you have met a friend suddenly after a long time. Keep the tone calm but confident.

Tactics To Win: Strong words, focus on results, respectful confidence

Mistakes To Avoid: Apologizing, nervousness, information overload, social proof

Making The Ask: Confidently, ask for 10-15 minutes. Allude to the results and outcomes that are possible. They care about the ends more than the means.

Subconscious Driver: Results and outcomes are what matter to them. Any credible shot at getting results will appeal to them quickly.

Script

Greeting: Sujit, this is [user_fname] at [user_companynamewordstwowords].

Opener: In 30 seconds if I could share how 100% of your sellers could kick ass this year, can I go for it?

Introduction: We have built an AI that predicts exactly what would matter to your buyer before you even meet them.

Ask: Can I put 15 minutes on your calendar to show you how this changes outcomes for you?

Close: [time1] on [date1] sounds good? Or would you prefer [time2] on [date2]? And [prospect_email] works well?

👉 When Writing An Email

Subject: To the point, formal

Example: Personalized sales funnel', 'Sales conversion' etc.

Salutation: No

Example: Skip 'Hi', 'Hey' etc., use only the first name

Greeting: No

Example: Skip lines like 'I hope you are doing well'

Emojis/GIFs:

Bullet Points: Could use

Closing Line: Formally state your ask

Example: Something like 'If you are available tomorrow, shall we discuss this?'

Complimentary Close: None or standard

Example: Something simple like 'Thanks', 'Regards', or nothing at all.

Tone of Words: Confident with a formal touch

Overall Messaging: Focused on output

Length of Mail: Short

Example: Maximum upto 100-120 words

👉 While Negotiating & Closing

The secret to closing fast with Sujit is

- *ROI matters the most to them, followed by process and finally proof of results*

Will you ever get a clear answer from Sujit

- *They might hesitate a little, but will go ahead and say no when necessary (or asked)*

Insights For Deal Planning

How Fast (Or Slow) Will Sujit Move?

- *They are unlikely to move very fast, especially when it comes to new products or services*

Can Sujit Take Some Risk Or Not?

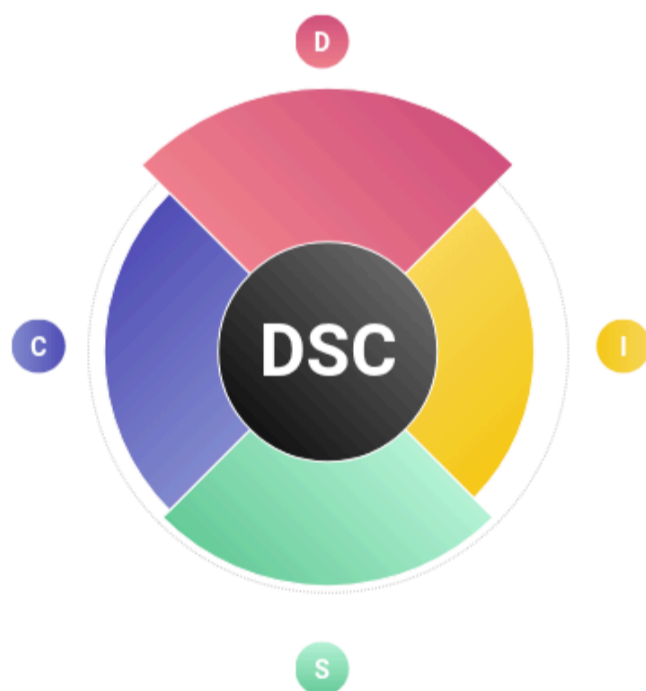
- *They have relatively low risk-appetite and are not very likely to go for something unproven and risky*

You And Sujit

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Sujit's Key Traits



DOMINANCE

Dominance(D) reflects how goal and task oriented a person is and her ability to accomplish results, irrespective of how demanding the circumstances might be. Those scoring high tend to be motivated by winning, competition and success and can be described as direct, demanding and strong willed.

STEADINESS

Steadiness(S) reflects the degree to which a person is likely to focus on cooperation, support and taking everyone along. Those scoring high tend to be consistent and calm, are excited about the opportunity to collaborate and partner and could sometimes be indecisive or overly accommodating.

CALCULATIVENESS

Calculativeness(C) reflects the degree to which a person is likely to be cautious, systematic and analytical. Those scoring high tend to emphasise quality and accuracy, enjoy showing off their expertise or challenging assumptions but can sometimes overanalyze things and be overcritical.