

SACHIN BAXI

Senior Revenue & GTM Leader | B2B Sales & Strategic Partnerships | Media & Emerging Technology
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EXECUTIVE PROFILE

Senior revenue and growth leader with **25+** years of experience scaling businesses across media, industry platforms, and emerging technology. Managed Rs. **550Cr+** P&L, developed Rs. **250Cr+** strategic pipelines, and launched new revenue categories across complex, multi-stakeholder environments. Strong track record in B2B sales, GTM strategy, IP monetisation, and ecosystem partnerships.

CORE COMPETENCIES

B2B Sales • Revenue Growth & GTM Strategy • P&L Management • Business Development • Strategic Partnerships • Portfolio Strategy • Category Creation & New Market Entry • IP & Sponsorship Monetisation • Pipeline Management • Team Leadership • Emerging Technology GTM

KEY CAREER HIGHLIGHTS

- Scaled ecommerce advertising vertical to Rs. 400Cr (~\$48M) within one year through aggressive market entry and data-led multimedia solutions.
- Built and converted Rs. 250Cr+ deal pipeline via long-term equity-for-media partnerships with high-growth founders.
- Delivered 20% YoY revenue growth and restored post-pandemic profitability for Maharashtra Times, leading 16 managers.
- Drove Rs. 160Cr+ integrated revenue across F&B (64% growth) and Interior Decor (30% CAGR), taking Interiors into the Rs. 100Cr revenue club.
- Monetised marquee IP platforms — ET Start-Up Awards, HSBC eCyclothon, national health initiatives — generating Rs. 1Cr+ in new sponsorship revenue from a single IP category.

PROFESSIONAL EXPERIENCE

Fractional CMO & Strategic Advisor | Independent Consulting | Feb 2026 – Present

Advising companies on media strategy, marketing, revenue growth, GTM and Immersive Brand Campaigns with AI

Strategic Growth & Market Development Lead | Jetmetaphy Labs (Jetsynthesys Group), Mumbai | Jul 2025 – Feb 2026

- Built GTM frameworks, commercial positioning, and BD pipelines from scratch across retail, real estate, jewellery, and apparel verticals.
- Originated early-stage client partnerships and co-developed the growth roadmap with senior leadership.

Bennett Coleman & Co. Ltd. (Times of India), Mumbai | Mar 2007 – Jul 2025

Revenue Strategy & Strategic Alliances | | Aug 2024 – Jul 2025

- Developed monetisation frameworks for Mumbai Mirror relaunch, airport outdoor media, and emerging esports initiatives.

Revenue Head — Languages Business | | Sep 2022 – Aug 2024

- Led regional media P&L across India; delivered 20% YoY growth for Maharashtra Times and Navbharat Times post-pandemic.
- Turned around Maharashtra Times, recovering volumes and profitability post Covid-19 pandemic.
- Generated Rs. 1Cr+ in IP sponsorship revenue — among the highest in language publications nationally.

Activations & IP Revenue Leadership | | Apr 2021 – Sep 2022

- Monetised large-scale IP platforms across ESG, health, travel, and wealth management; led TOI's most complex and single largest crypto brand solution in 2022.

National Vertical Head — Revenue | | May 2015 – Apr 2021

- Scaled ecommerce vertical to Rs. 400Cr in under a year; built dominant market share through integrated multimedia and data-rich pitching. Only manager in Times of India to create analytics system linking ads to ecommerce traffic.
- Grew Interior Decor to its maiden Rs. 100Cr revenue (30% CAGR) and F&B vertical by 64% through sponsorships, advertising, and IP.
- Launched Mumbai Mirror Gujarati (entirely new revenue stream generating Rs 1 cr in 11 months) and Salt Rock brand of F&B IP- first ever F&B IP for Times of India.

Business Development — Brand Capital | | Mar 2007 – May 2015

- Built Rs. 250Cr+ pipeline of equity-for-media deals; managed full lifecycle from origination , valuation, regulatory to commercial execution across consumer, tech, and services sectors.
- Independently handled Goa and Gujarat. Created International Expansion strategy under “Brand Ventures” initiative.

Industry Research & Content Strategy | The Economic Times, Mumbai | Dec 2000 – Mar 2007

- Authored 200+ industry articles, surveys and studies; produced 3 Supply Chain research reports generating Rs. 3Cr+ in revenue.
- Conceptualised ET Logistics and ET Decor industry indices — only manager in TOI group to achieve this.
- Wrote in Brand Equity, Corporate Dossier, ET Retail, ET Shipping and Logistics.
- Handled the Supply Chain section of etintelligece.com , delivering highest ever sponsorship for this page.

Assistant Manager — Exports | Piramal Glass Ltd., Mumbai / International | Mar 1998 – Dec 2000

- Developed export markets across Europe and Asia; broke into competitive European markets in an international B2B context.

EDUCATION & CERTIFICATIONS

MBA (Marketing), Distinction & Best Outgoing Student — IMDR, Pune | 1996–1998

B.E. Electrical Engineering — BVM Engineering College, Gujarat | 1992–1996

Executive Programmes: Driving Profitable Growth — Wharton Business School; Leading Effective Change — ISB

Certifications: Google AI Essentials • Google Prompting Essentials • Google Cybersecurity Professional • Diploma in Cyber Law (Asian School of Cyber Law)

AWARDS & RECOGNITION

Vertical Virtuoso Award for Revenue Leadership • Fresh Thinking Award for Created Business • Fastest Rising Contributor • Multiple President's Mentions for exceeding growth targets — Bennett Coleman & Co. Ltd.