



PUNEET SHARMA

Strategic Partnerships | Startup Ecosystem | GTM & Revenue Growth | AI & Commerce

DETAILS



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India

EDUCATION

- Advanced Digital Marketing, IIDE, A Grade 2023
- B.Com, Mulund College of Commerce, A Grade, 2021
- Fundamentals of Digital Marketing, IIDE, A Grade, 2020
- Graphic Designing, Kerti Computer Institute, 2020

SPEAKING & WORKSHOPS

- AI for D2C Founders — Designed and delivered practical workshops on Claude, Prompt Engineering, AI Agents, AI Workflow Design, AI for Marketing, and AI for Commerce.
- Created practical frameworks to help founders identify and implement AI-powered workflows and automation across business functions.
- Conducted hands-on sessions focused on translating AI capabilities into practical business and growth use cases.

PROFESSIONAL SUMMARY

Business & ecosystem leader with 6+ years of experience across strategic partnerships, business development, D2C, SaaS, and startup ecosystems. Founder-operator with experience building businesses from the ground up and working closely with founders, technology companies, investors, and ecosystem partners. Proven ability to build revenue-generating partnerships, lead GTM initiatives, drive sponsorships and create founder-led growth programs. Currently focused on AI adoption, startup ecosystem development, and strategic partnerships at D2C Insider.

WORK EXPERIENCE

D2C INSIDER | Business Head | Dec 2025 - Present

- Lead strategic partnerships and ecosystem growth across founders, SaaS companies, investors, agencies, and technology partners.
- Drive business development and commercial partnerships across the D2C ecosystem.
- Led partnership/sponsorship initiatives generating ₹30L+ for the Bharat Edition.
- Build relationships with founders and ecosystem stakeholders to identify GTM, partnership and business opportunities.
- Generated ₹30L+ in sponsorship revenue for D2C Insider's Bharat Edition through strategic partner acquisition and commercial negotiations.
- Led founder engagement programs, accelerator initiatives and ecosystem events.
- Design and facilitate AI adoption initiatives and workshops covering Claude, AI agents, prompt engineering and AI workflows.
- Work cross-functionally across partnerships, community, marketing and operations to execute ecosystem programs.

PROFESSIONAL ACHIEVEMENTS

- ₹30L+ Sponsorships | D2C Insider Bharat Edition
- ₹50L ARR | Built and scaled The Paan Legacy
- 20+ Global Vendor Partnerships | Established partnerships to support business scalability
- 20+ eCommerce Clients | Acquired through customized growth and commerce solutions
- ₹1 Cr US Amazon Business | Scaled through marketplace and commercial strategies
- 50,000+ SKUs | Scaled in under 30 days across marketplace operations

KEY PROJECTS

ECOSYSTEM & PARTNERSHIP INITIATIVES

- D2C Insider Bharat Edition – Led sponsorship partnerships generating ₹30L+.
- Regional Summit – Partnership & ecosystem initiative.
- Annual Day 2026 – Founder and ecosystem engagement initiative.
- AI for D2C Brands – AI enablement initiative for founders

TECHNOLOGY PROJECTS

- Amazon Automation Infrastructure
- Multi-Vendor Commerce Platform
- Amazon Intelligence Tool

THE PAAN LEGACY | Founder & CEO | Dec 2023 – Present

- Built and scaled a consumer brand to ₹50L ARR, owning strategy, GTM, partnerships, and commercial growth.
- Built strategic partnerships with restaurants and hospitality brands to create new distribution and customer acquisition channels.
- Expanded to 5 Mumbai locations through scalable operating and partnership models.
- Developed franchise-ready systems and GTM playbooks for expansion.
- Led end-to-end business strategy across partnerships, sales, marketing, and operations.

99Yrs Network | Director – Business Development & Marketing | Aug 2022 – Nov 2023

- Led enterprise client acquisition and strategic partnerships across multiple industries.
- Built relationships with founders and business leaders to develop new commercial opportunities.
- Developed proposals and negotiated long-term client engagements.
- Drove revenue through consultative selling, relationship management, and solution-led business development.

EKRAYAH | Founder & COO | Jul 2022 – Jan 2024

- Founded and scaled technology-enabled commerce operations across international marketplaces.
- Led product, operations and technology teams to build scalable commerce infrastructure.
- Developed automation systems across pricing, catalog management, and marketplace operations.
- Worked cross-functionally with technology and business teams to improve scalability and operational efficiency.

DESERTCART | Strategic Account Manager | May 2021 – June 2022

- Managed strategic marketplace accounts across global commerce platforms.
- Coordinated international stakeholders across technology, operations, and account management.
- Drove commercial growth through account strategy and cross-functional execution.

Ecom Retails | Amazon US & IN | Dec 2019 – May 2021

- Managed commerce operations across Amazon US, Shopify & WooCommerce, coordinating internal teams and external partners.
- Scaled US Amazon business to ₹1 Cr through marketplace and commercial strategies.
- Managed vendors, logistics, and fulfilment partners to ensure seamless operations.
- Coordinated cross-functional teams across procurement, inventory and logistics.