

SHAHID HUSSAIN

SALES · GROWTH · BUSINESS DEVELOPMENT
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SUMMARY

Sales and growth leader with 15+ years of quota-carrying experience across SaaS, marketing-effectiveness data and market research platforms, closing and scaling revenue in APAC and MENA. Most recently led commercial growth for a global marketing decision platform for brand and advertising effectiveness: 40% year-over-year growth, 17 new enterprise accounts won, and global brands including LinkedIn, IKEA and P&G accelerated into Asia Pacific. Consultative seller to Fortune 500 C-suite buyers, with analytical depth from an MSc in Consumer Analytics and Marketing Strategy. Recent founder experience in consumer HealthTech (eldercare) sharpened the full commercial toolkit: market entry, competitive strategy, pricing and direct-to-consumer GTM design, with hands-on fluency in directing agentic AI builds (Claude Code) as a force multiplier.

EXPERIENCE

2025–PRESENT
INDIA

Founder
Consumer HealthTech venture (stealth)
Founded a consumer HealthTech hardware-and-services venture for the Indian market, in stealth ahead of launch. Led end-to-end market-entry strategy: a global competitive teardown of the category's incumbent OEMs and service brands across US, UK, EU and Israel. **Defined the product-tier architecture, pricing strategy and direct-to-consumer go-to-market model**, and built its research and product workflows on agentic AI tooling.

2026–PRESENT
INDIA

Independent Project
Sole owner, AI-assisted build
Specified and shipped a public-interest data platform covering 1,700+ public procurement records, with per-area accountability metrics and interactive maps. Acquired the dataset by hand where the portal barred automated collection, and **set the governance rule that no record is placed without unambiguous source resolution**. Directed the AI-assisted build end to end; details on request.

2022–2025
SINGAPORE

Key Account Director, APAC
System1 Group, a global marketing decision platform for brand and advertising effectiveness
— **Drove 40% year-over-year revenue growth** across APAC & MENA, owning the full commercial cycle: identifying, qualifying and closing new business across China, India, SE Asia, Japan, Korea and the Middle East.
— **Won 17 new enterprise accounts**, including Google (Indonesia, India), Abbott (Australia), Spotify (Indonesia), Savola Foods (Saudi Arabia, Egypt), McDonald's (India), UltraTech Cement (India) and Dilmah Tea (Australia).
— **Expanded and grew global accounts into APAC**: LinkedIn, IKEA, Hewlett Packard, P&G, Carlsberg, Danone, LEGOLAND/Merlin Entertainments, Lindt & Sprüngli and William Grant & Sons, through strategic account planning and land-and-expand.
— **Led a cross-functional revenue team** of sales, operations and research executives, building the sales playbooks and territory frameworks behind the growth, running quarterly planning and forecasting, and developing partnerships.

2019–2022
SINGAPORE

Associate Research Director
Ipsos
— **Account lead for The LEGO Group across APAC, winning \$1.5M of new projects** by expanding the relationship into Japan, Korea and Australia.
— **Grew public-sector / Government of Singapore revenue 125% year over year** through differentiated subject-matter expertise (workplace discrimination, youth attitudes, arts engagement).
— **Managed a ~\$2.4M multi-market research portfolio across public and private sector**, as account lead for LEGO, Visa, L'Oréal, Amazon, Samsung and Dyson; led the shift to digital research methods across service lines.

2017–2018
NEW DELHI

Senior Consultant
Quantum Consumer Solutions. Return stint: **ran the North India branch to a USD 1.5M annual target** leading a team of 12, servicing Bharti Airtel, Maruti-Suzuki, ITC Hotels and Marico.

2016–2017
BANGALORE

Marketing & Business Development Manager
Sunny Foods, a family-owned farm-fresh food business. **Established 2 retail stores and hit INR 3M (~USD 44k) turnover in 6 months**.

2006–2015
MUMBAI / SINGAPORE / JAKARTA / BANGALORE

Research Executive to Senior Consultant
Quantum Consumer Solutions
Led projects on 9 of 13 €1bn Unilever brands across the tenure.
Senior Consultant, Bangalore, 2013–2015: multi-market strategic analysis for Walt Disney, Kellogg's, Unilever and Tata Motors.
Senior Business Manager, Jakarta, 2012–2013: built Quantum's Indonesia business from zero; won Mondelez, Heinz ABC, Philip Morris and IndoFoods; USD 500k serviced.
Business Manager, Singapore, 2010–2012: youngest inducted into the Management Committee; co-created the "Online Forums" digital methodology.
Associate Manager, Singapore, 2007–2010: grew flagship Unilever accounts Wall's Ice Cream by 77% and Pond's by 317%.
Research Executive, Mumbai, 2006–2007: selected by the Board for deputation to the Singapore office.

2004–2005
BANGALORE

Executive Trainee
UB Global Corporation (United Breweries). Processed-foods internship (FY04-05).

EDUCATION

2018–2019
LEEDS, UK

MSc, Consumer Analytics & Marketing Strategy
University of Leeds.

2001–2004
BANGALORE

Bachelor of Business Management (Finance), 1st Class
Christ University, Bangalore.

SKILLS

SALES & BD

Enterprise and mid-market solution sales · quota attainment · consultative selling · full-cycle ownership · territory strategy · pipeline development, forecasting and revenue operations · complex multi-stakeholder negotiation · C-suite relationship development · key account and partnership development · sales coaching and playbooks.

GO-TO-MARKET

Market-entry strategy · competitive analysis · pricing strategy · product-tier architecture · direct-to-consumer GTM design.

AI PRACTICE

Directing agentic AI builds · specification and acceptance criteria · reviewing and rejecting AI output · factual-accuracy gates.

RESEARCH & TOOLS

Marketing-effectiveness platforms · SaaS solutions · market research, qualitative and quantitative · brand tracking, equity and positioning · segmentation · shopper behaviour · creative and innovation testing · behavioural science · predictive analytics · retail modelling · GIS · digital research methods · Tableau · Qualtrics · advanced MS Excel · Miro · Mural · Google Workspace · CRM tools.