

ARNAV SINGH

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PRODUCT MARKETING MANAGER, COMPETITIVE INTELLIGENCE

WIN/LOSS ANALYSIS | SALES ENABLEMENT | GO-TO-MARKET STRATEGY

Competitive Intelligence expert with over eight years of experience in building CI functions at global B2B SaaS companies across the Human Capital Management, Financial Performance Management, and Enterprise Relationship Management industries. Combines deep market/competitor research with industry knowledge to provide actionable insights that drive Go-to-Market wins. Conducts win/loss analysis and produces competitive collateral to influence pipeline generation and revenue growth.

KEY COMPETENCIES

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| ▪ Competitive Benchmarking | ▪ Market Entry Assessment | ▪ Team Leadership and Coaching |
| ▪ Product Fit Assessment | ▪ Battlecards and Sales Pitch Decks | ▪ Stakeholder Alignment |
| ▪ Messaging and Positioning | ▪ Revenue and Top of Funnel Optimization | ▪ Vendor Management |
| ▪ M&A Candidate Identification | ▪ CRM and Campaign Management | ▪ Agile Operations |

RELEVANT EXPERIENCE

INTROHIVE ▪ Toronto, ON

December 2024 – January 2026

Product Marketing Manager, Competitive Intelligence | Product Marketing | Hybrid Full-time

Owned the Competitive Intelligence function, launched a win/loss analysis program, and conducted competitive enablement sessions for sales to improve product positioning and optimize sales strategy

- Conducted win/loss analysis to determine the top win and loss drivers for both competitive and non-competitive opportunities, which led to a 25% year-over-year growth in revenue
- Communicated competitor developments and value positioning tactics to sales teams through CI tools, email newsletters, weekly reports/collaterals, and monthly presentations, which helped boost quarterly win rates by 30%
- Reported competitive insights and industry trends to Executive Leadership and key stakeholders across Product, Sales, and Marketing teams to inform strategic decision making, increasing ICP penetration by 15%

KLUE ▪ Toronto, ON

April 2024 – September 2024

Customer Success Content Consultant | Customer Success | Remote Part-time

Strengthened existing client relationships by leveraging AI tools to improve the frameworks and content of competitor battlecards

- Proposed a new framework and rebuilt the competitor battlecards to support a leading global manufacturer of security products for military, law enforcement, and civilians in expanding its customer base by 20%

PROPHIX ▪ Mississauga, ON

December 2022 – January 2024

Head of Competitive Intelligence | Customer Marketing | Hybrid Full-time

Served as a founding member of the Customer Marketing team and renegotiated an existing contract to launch an automated win/loss analysis program to drive sales engagement

- Established the Competitive Intelligence function by conducting a needs assessment with key stakeholders across Marketing, Sales, Product Management, Sales Enablement, Customer Success, and Solutions Engineering teams
- Monitored and compiled relevant data from internal tools (Salesforce, Crayon, Gong) and external research such as analyst reports and competitor product release notes to assist Product Management in launching two new applications that increased annual revenue by \$30 million
- Analyzed over 150 closed opportunities and built a win/loss driver matrix to identify the top reasons for losing deals to the primary competitor, helping quarterly competitive win rates by 18%

- Authored 10 thought leadership blogs to help drive inbound digital marketing campaigns and improve pipeline generation by 15%

DAYFORCE (Formerly CERIDIAN) ▪ Toronto, ON

2018 - 2022

Competitive Intelligence Marketing Manager | Product Marketing | Hybrid Full-time

May 2020 – December 2022

Prepared comprehensive market, customer, and competitor research reports to support market entry, partnerships/acquisitions, and product launches

- Collaborated with Product Marketing to develop differentiated positioning and messaging, create new feature briefs, and craft competitive collaterals that resulted in the generation of \$15 million in revenue during 2021-2022
- Conducted a customer segment and market trends assessment to support the launch of a mobile wallet for payroll that boosted Dayforce annual revenue by \$18 million in the first year
- Formulated global expansion strategies for Executive Leadership by analyzing new markets, identifying partnership/acquisition opportunities, and benchmarking competitors, enabling Dayforce to enter markets such as Australia, New Zealand, Ireland, India, and Mexico

Competitive and Market Intelligence Specialist | Product Marketing | In-person Full-time

August 2018 – April 2020

Established the Competitive Intelligence function and ran it independently for a year while delivering latest competitor developments and running win/loss analysis

- Conducted win/loss analysis on over 400 closed opportunities to support stakeholders across Sales, Go-to-Market Strategy, Corporate Marketing, Product Management, and Executive Leadership
- Rebuilt competitor battlecards in Klue and created a new hire onboarding program for sales representatives

ADDITIONAL EXPERIENCE

Senior Analyst ▪ The Smart Cube ▪ New Delhi, India

November 2011 – November 2016

- Formed the Commodity Tracking team by converting ad-hoc projects into full-time engagements, which resulted in a 33% QoQ increase in client revenues
- Analyzed monthly price movements of over 60 commodities across metals, energy, and chemicals sectors and key macroeconomic indicators for the US, EU, China, and India to assist the world's largest manufacturer of building materials in improving global procurement efficiencies by 35%
- Built a heatmap showcasing the ideal months for sourcing over 120 agricultural commodities to support a global quick service restaurant chain in reducing annual expenditure by \$10 million

EDUCATION & SELECTED CERTIFICATIONS

Certified Product Manager ▪ AIPMM

September 2020

MBA | Management Information Systems ▪ Schulich School of Business, York University ▪ Toronto, ON

June 2018

B.Eng | Biotechnology ▪ Birla Institute of Technology & Science, Pilani ▪ Dubai, UAE

August 2011

PROFESSIONAL HIGHLIGHTS

Awards: Winner of the Week Award – Prophix, Employee of the Month – Dayforce, Smart Team Award – The Smart Cube

Conferences: Competitive Intelligence Summit | Win/loss Analysis Summit | AI in CI Summit

Memberships: Product Marketing Alliance, Toronto Chapter

Speaker: Competitive Intelligence Summit 2023 – Panel

Mentor: Schulich School of Business Alumni2Student Mentorship Program

Volunteer: Yogaspace – Certified Yoga Instructor | Dayforce Cares – Co-Chair, Marketing and Communications