

SAMEEPA SHETTY

201-693-2877 | sameepa@gmail.com | @sameepa

EXECUTIVE PROFILE

Strategic enterprise marketing and communications executive with 15+ years driving high-impact initiatives across media, technology, and B2B SaaS. Proven track record of operationalizing C-suite vision, orchestrating complex partner ecosystems, and translating technical complexity into compelling narratives. Expert in stakeholder alignment, cross-functional leadership, and delivering measurable business outcomes in fast-paced, technically sophisticated environments.

PROFESSIONAL EXPERIENCE

Director, Marketing, Partner and Strategic Projects | Icertis Inc. | June 2025 - January 2026

- Managed \$150K partner marketing budget across 3 Global System Integrators (PwC, Deloitte, KPMG), driving MQL and SQO targets through strategic campaign execution and co-branded collateral development
- Exceeded PwC partner targets by 40% through industry-specific campaigns and 3-in-a-box approach with SAP, demonstrating a sophisticated understanding of complex enterprise sales dynamics
- Delivered a sold-out SAP Connect campaign, resulting in 30% conversion rate (6 SQOs from 20 targeted attendees) through precise account-based marketing and multi-stakeholder coordination
- Produced 3 high-quality video assets for Transform Together with Icertis and SAP series, translating dense Contract Intelligence into emotion-first narratives for diverse buyer personas
- Conceptualized and executed a healthcare-focused campaign with PwC that delivered 5x targeted MQLs, and designed the first-ever full-day executive conference targeting senior pharma procurement, IT, and finance leaders
- Developed a comprehensive partner marketing framework spanning net-new joint targets, SAP ecosystem plays, and industry verticals (Healthcare, BFSI, GovCon)
- Pioneered Forrester analyst engagement campaign - conceptualized, developed content, coordinated, and moderated the company's first industry analyst collaboration
- Navigated complex partner matrices to deliver 5 co-branded case studies with Deloitte as strategic collateral
- Re-designed partner newsletter for 4,000+ partners (GSIs, RSIs, ISVs), improving open rates by 10% through enhanced content strategy

Director, Office of the CEO | Icertis Inc. | April 2024 - June 2025

- Partnered with CMO, CFO, and CHRO to architect and disseminate new mission, vision, and strategy statements for company re-founding at 10-year milestone - driving organizational alignment across 1,500+ employees
- Owned end-to-end content delivery, agenda development, and follow-up execution for quarterly Board Meetings, ensuring C-suite alignment and strategic clarity
- Operationalized meeting planning cadence and C-suite coordination, implementing governance structures that improved executive decision velocity
- Architected and executed 3 company-wide All Hands meetings - set agendas, created decks, orchestrated multi-stakeholder presentations
- Secured and delivered first mainstream media interviews for the CEO (long-form and short-form), establishing an external thought leadership platform
- Authored CEO communications, including LinkedIn thought pieces, posts, and holiday correspondence to top customer CEOs, strengthening executive brand and customer relationships
- Participated in early-stage M&A discussions - facilitated product and tech due diligence conversations with potential acquisition targets
- Completed Icertis sales training; achieved proficiency in Salesforce CRM, Microsoft D365 suite (Teams, OneNote, SharePoint, PowerBI), Asana, Planful, and On24

Coordinating Producer, Closing Bell Overtime | CNBC | February 2022 - April 2024

- Managed planning, booking, and content strategy for CNBC number 1-rated show, booking 30-35 broadcast-ready experts weekly and developing a daily agenda in coordination with Executive Producer and anchors Morgan Brennan and Jon Fortt
- Created CNBC Out East - network's first-ever Hamptons event and live programming - from concept through execution, securing C-suite buy-in, booking VIP guests (Wes Edens, Mike Novogratz, Josh Wolfe), and delivering multi-platform content (broadcast, digital, podcast, newsletter)
- Partnered with anchors to develop C-suite networks and launch direct-to-consumer content, including Fortt On the Other Hand newsletter and show podcast
- Demonstrated ability to identify market themes, frame high-stakes discussions, and manage relationships with top-tier financial experts in fast-moving markets

Coordinating Producer, TechCheck | CNBC | April 2021 - February 2022

- Launched CNBC first tech-focused live broadcast show, managing bi-coastal anchor and production teams while building subject matter expertise across VC funding, SaaS, enterprise software, and crypto
- Produced themed content weeks, driving sponsorship opportunities - Cloud Week featuring CEOs from Amazon, Intel, IBM, HPE, CrowdStrike, ServiceNow
- Expanded brand into TechCheck+ live streaming show (2x weekly, 25-minute format) and pioneered network blockchain and crypto coverage with a weekly segment featuring industry leaders
- Partnered with Jon Fortt on Fortt Knox digital show, showcasing diverse startup founders

Producer, Squawk on the Street and Squawk Alley | CNBC | May 2016 - April 2021

- Delivered 15-20 broadcast segments weekly for the number 1-ranked business show, managing full content lifecycle: story pitching, guest booking, anchor prep, and on-air production
- Established Squawk Alley as the leading tech-focused business show based on Nielsen ratings, extending the brand into SF and NYC tech ecosystems
- Maintained relationships with top-tier guests for Jim Cramer, David Faber, Carl Quintanilla, Sara Eisen, Jon Fortt, and Morgan Brennan

Segment Producer and Video/Social Producer | Al Jazeera America | June 2013 - April 2016

- Led video production, research, and economic analysis for daily economy and business programming. Developed and launched Real Money with Ali Velshi as sole video producer, adding social media management for show and anchor accounts. Managed broadcast asset delivery across international bureaus and third-party vendor relationships (Reuters, NBC, ABC, AP, AFP, Getty).

Anchor | Bloomberg TV India | April 2011 - August 2012

- Anchored pre-market show Market Movers covering the US and European markets. Reported on Indian markets for Bloomberg TV Asia and Europe, specializing in media, healthcare, pharma, and IT sectors.

Talk Radio Host | Meow 104.8 FM / Oye 104.8 FM | April 2009 - April 2011

- Won national radio host hunt, developed and hosted Meri Meow on India's first women-focused English talk radio. Grew market share from 0.2% to 7.3% with the highest time spent listening in the competitive time band.

Team Leader and Analyst | Citigroup Inc., Corporate and Investment Banking | April 2007 - March 2009

- Led a 10-person team providing global business intelligence, research, and analytics. Trained 25 employees on critical databases (Bloomberg, Factiva, FactSet, LexisNexis, Refinitiv SDC), reducing training costs 20%. Conducted M&A precedent transaction analysis, competitor profiling, and industry research for client valuations.

EDUCATION

Columbia University | M.A. in Business and Economics Journalism (Dual Program: Journalism + Business School)
August 2012 - April 2013 | Thesis: Pension Fund Management and GM Pension Funding Gap

Sydenham College, Mumbai University | Bachelor of Management Studies, Concentration: Finance and Econometrics
June 2004 - May 2007 | Graduated top of class (1,000+ cohort), awarded top prize for integrity and academic excellence

CORE COMPETENCIES AND TECHNICAL SKILLS

Strategic Communications | C-Suite Stakeholder Management | Partner Ecosystem Orchestration | Enterprise B2B Marketing | Content Strategy | Budget Management | Cross-Functional Team Leadership | Executive Positioning | M&A Due Diligence | Campaign Analytics | Account-Based Marketing

Technical Proficiency: *Salesforce CRM, Microsoft D365 Suite (Teams, OneNote, SharePoint, PowerBI), Asana, Planful, On24, Bloomberg Terminal, FactSet, LexisNexis, Refinitiv SDC*

LEADERSHIP AND PROFESSIONAL DEVELOPMENT

- CNBC Asian and Pacific American ERG Co-Chair (2021-Present)
- CNBC Diversity and Inclusion Task Force Member (2020-Present)
- South Asian Journalists Association, Officer-at-Large (2018-2020)
- Angel Investing: Completed Launch Team Workshop (July 2021) and Plexo Capital GPx Program for First-Time VCs
- Proficient in SPVs, startup evaluation, due diligence methods, SAFE negotiations, private portfolio management