ASWIN SETHURAMAN
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Executive Leader – Business Growth, Technology & Strategic Programs

Helping Leaders Translate Growth, Technology and Operating Priorities into Scalable Business Outcomes

Management Consulting • GTM & Growth • Technology Transformation • Business Ops • Practice & Product Scale

Aswin Sethuraman is a business and technology leader with 17+ years of experience across technology services, consulting, business operations and strategic programs. He works with founders, CXOs and leadership teams on growth, technology and execution priorities, bringing a structured, outcome-led approach that connects strategic investments, business strategy, operating priorities, and measurable performance. His experience spans consulting, professional services, GCC/ODC capability development, Product lifecycle, GTM and strategic program leadership.

SUMMARY

- ✓ Advised founders and leadership teams across *Business Planning, Product lifecycle, Competency building, Pre-Sales, Delivery and Solution enablement*, steering large-scale transformation and operational excellence across industries.
- ✓ Operated as a strategic integrator across leadership priorities, technology choices and execution teams, helping organizations move from intent to action.
- ✓ Proven track record in:
  - Supporting leadership decisions through structured governance, value traceability and resource prioritization.
  - Building and scaling strategic alliances across cloud, data and AI ecosystems to strengthen capabilities.
  - Connecting onshore business, delivery centers and partners around common commercial and execution priorities.
  - Helping resolve cross-functional ambiguity across business, technology, delivery and stakeholder environments.
  - Turning strategic growth priorities into executable GTM, capability and operating plans.
- ✓ Worked and led cross-functional roles across Sales, Professional Services and Delivery leadership to align customer priorities, commercial goals and execution readiness.
- ✓ Helped leadership teams evaluate and shape cloud, data and AI initiatives based on business relevance, feasibility and expected value.
- ✓ Advised emerging technology firms on business-model refinement, GTM, capability development and growth execution.

EXPERTISE

- ✓ **Technology Investment & Transformation Advisory**: Helped leadership teams align technology investments, operating priorities and transformation roadmaps with measurable business outcomes.
- ✓ **Partner-Led Delivery & Ecosystem Orchestration:** Worked with business leaders, technology partners and delivery teams to build scalable execution models, improve accountability and strengthen customer outcomes.
- ✓ **Cloud, Data & AI Decision Support:** Supported leadership teams in evaluating *cloud, data and AI* opportunities, balancing business value, architecture feasibility, delivery complexity and scalability.
- ✓ **Go-to-Market (GTM) Architect & Business Expansion:** Helped leadership teams shape *propositions, positioning, market-entry approaches and solution narratives* to support new-logo acquisition and account growth.
- ✓ **Professional Services Growth & Capacity Scaling:** Aligned pipeline visibility, capability development, staffing decisions and delivery capacity to improve professional-services scalability and commercial discipline.
- ✓ **End-to-End Product Strategy:** Worked with founders and product leaders to connect customer needs, commercial potential and delivery feasibility across the product lifecycle. Ex – *DataSwitch, Aladdin365, Sands-Argus, Invisibl.io*
- ✓ **Strategic Advisory for Business Model Evolution & Scale:** Advised founders and CXOs on business-model choices, operating structures, growth priorities and market expansion decisions.
- ✓ **Technology Practice Incubation, Labs & Talent Strategy:** Worked with executive leadership to create new technology practices, CoEs, innovation programs and capability investments aligned to market demand and growth priorities.
- ✓ **High-Performance Leadership & Cultural Transformation:** Built and led multidisciplinary teams across business, technology and delivery environments, with focus on ownership, decision clarity and execution discipline.

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CAREER GROWTH PATH

✓ **Cofounder & Managing Partner, TODAC, Chennai**	2020 - *Present*
✓ **Business Head - Cloud Data Analytics, Agilisium Consulting, Chennai**	2017 - 2020
✓ **Solutions Consultant, SLK Softwares, Bengaluru**	2016 – 2017
✓ **Director – Capture (RFx) & Bid Management, ANGARAI India, Chennai**	2014 – 2016
✓ **Business Analysis, Operations & Presales Roles, Various Organizations**	6 years

AWARDS & ACHIEVEMENTS

Awarded for Excellence in Strategic Business Advisory – TODAC

- ✓ Honored by CEO Insights for exceptional leadership in business consulting, driving sustainable growth and scalability for tech startups and emerging enterprises. LINK

Established Cloud Data & Analytics Business Unit at Agilisium Consulting

- ✓ Worked with executive leadership to establish and scale the Cloud Data & Analytics business, aligning market demand, capability investments, alliances and delivery readiness to contribute to a **$20+ M run-rate within two years**.

Growth Partner to Emerging Technology Businesses

- ✓ Advised firms including **DataSwitch, Koantek, Sands, Indium, Texcoms, Invisibl, and 24x7 Systems** on product-market fit, pricing, business models, operating priorities and commercial scale.
  www.todac-adv.com

Architect of Proprietary Business Scaling Frameworks

- ✓ Engineered in-house consulting frameworks—**TODAC Tribe** for product-led startups and **TODAC 360** for tech services firms, delivering structured frameworks for business planning, scalable growth, and go-to-market acceleration.
  www.todactribe.com
  www.todac360.com

Strategic Alliances

- ✓ Built strategic relationships with AWS, Databricks and other technology partners to strengthen capability development, market positioning and joint GTM opportunities.

Explore Your FLOW™ *(Freedom & Love of Water)*

- ✓ Created a wellness initiative built around embodied recovery, aquatic bodywork and nervous-system regulation
  www.exploreyourflow.com

EXECUTIVE OPERATING STRENGTHS

- ✓ Strategic Prioritization
- ✓ Cross-Functional Alignment
- ✓ Decision Support
- ✓ Commercial Problem Solving
- ✓ Executive Communication
- ✓ Stakeholder Judgement
- ✓ Program Governance
- ✓ Execution Follow-Through

EDUCATION

- ✓ **Bachelor of Engineering** (Information Technology) from **Dr. M.G.R University**
- ✓ **Master of Science** (Behavioral Psychology) from **Institute of Behavioral & Management Studies**

CERTIFICATIONS

- ✓ AWS Cloud Essentials for Business Leaders
- ✓ Business Coach – International Coaching Federation (ICF)
- ✓ Certified Teacher & Practitioner – Watsu & OBA

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DOMAIN & INDUSTRY EXPERTISE

- ✓ Technology & IT Services
- ✓ Startups & Growth-Stage Businesses
- ✓ Management Consulting
- ✓ US Federal & Public Sector
- ✓ Data, Cloud & AI Ecosystems
- ✓ Pharma & Life Sciences
- ✓ Banking & Financial Services
- ✓ Manufacturing & Supply Chain
- ✓ Digital Products & Platforms

PROFESSIONAL SUMMARY

Company Name: TODAC **Apr 2020 - Present**

Location: Chennai

Role: Co- Founder & Managing Partner

15+ technology firms advised | 2 proprietary platforms built | Incubation programs

Business Planning & P&L Leadership

- ✓ Worked with founders and leadership teams to define strategic investments, business priorities, financial targets, operating metrics and resource-allocation decisions.
- ✓ Established revenue, cost, profitability and execution reviews to improve management visibility and operating decisions.

Strategic Management Consulting & Advisory

- ✓ Advised founders, CXOs and technology leaders on business models, operating structures, market positioning and growth priorities.
- ✓ ***Advised 15+ technology and growth-stage firms*** on Product-Market-Model-Channel fit, GTM and operating priorities.
- ✓ ***Supported 100+ aspiring entrepreneurs*** through multi-season incubation initiatives with Plaksha University and BITS Pilani during 2022–23.
- ✓ Created ***proprietary platforms - TODAC Tribe and TODAC 360***, as structured frameworks for founder enablement, business transformation and growth execution.

Technology Strategy & Business-IT Alignment

- ✓ Helped business leaders evaluate where technology investment could materially improve growth, efficiency, customer experience or operating leverage.
- ✓ Worked with technical teams to translate business priorities into scalable technology and execution roadmaps.

Program Leadership & Transformation Execution

- ✓ Led cross-functional initiatives from leadership intent through governance, execution and measurable outcome tracking.
- ✓ Worked across business, technology and delivery stakeholders to resolve execution gaps, manage risks and maintain momentum on critical priorities.

Cloud, Data & AI Solution Advisory

- ✓ Helped shape cloud, data and analytics solutions by connecting business requirements, technology possibilities and delivery feasibility.
- ✓ Worked with architecture and engineering teams across AWS, Databricks and partner ecosystems to align solution feasibility with business outcomes.

PREVIOUS EMPLOYMENTS

- ✓ **Company Name: Agilisium Consulting** **2017 – 2020**
  Location: Chennai
  Role: Director (Cloud Data Analytics)

~References based on Request ~