

Contact

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(LinkedIn)

Top Skills

Go-to-Market Strategy

Content Marketing

Marketing Strategy

Anup Gunjan

Director Product Marketing | IIM Mumbai | Writing about AML, Fraud and Regulatory trends

Mumbai, Maharashtra, India

Summary

I am currently enjoying my role as a Product Marketer. Over the years, I've worked in Marketing, Presales, Product Management, and Software Development. This diverse experience has given me a well-rounded understanding of customer needs and industry trends. Throughout my career, I've taken on different roles, learning new skills and solving new problems.

Now I focus on creating effective marketing strategies that drive growth and resonate with customers in the AML/CFT & Fraud risk management domain.

Experience

Mozn

Product Marketing Lead

April 2025 - Present (1 year 2 months)

Tookitaki

4 years 4 months

Director of Product Marketing

April 2022 - March 2025 (3 years)

Global Presales Lead

December 2020 - April 2022 (1 year 5 months)

Bengaluru, Karnataka, India

Manage the global presales for Toolitaki. Engage customers throughout the sales cycle to offer AI based AML compliance solutions.

Cognizant

Manager Business solutions

January 2017 - December 2020 (4 years)

Hyderabad Area, India

Manage Business Solutions for Capital Markets, handling large deals.

eClerx

Senior Manager FS

January 2015 - January 2017 (2 years 1 month)

Manage the Presales team for the Financial Services vertical supporting global sales operations.

Provide enterprise solutions and services related to KYC, AML, FATCA, Tax, OTC trade and Risk & Analytics.

ProcessMAP Corporation

Product Manager

April 2013 - December 2014 (1 year 9 months)

Managed sales operations for India and APAC region for Data Management, BI and GRC solution

Responsible for global Presales support, end to end bid management, RFP response and Pricing

Responsible for Solution demo, client presentations and sales collaterals

Tata Motors

Summer Intern

April 2012 - June 2012 (3 months)

Fidelity Investments

Software Engineer

February 2011 - June 2011 (5 months)

Tata Consultancy Services

Senior System Engineer

August 2007 - October 2010 (3 years 3 months)

Education

Indian Institute of Management, Lucknow

Global Senior Leadership Chief Marketing Officer Programme, Marketing/ Marketing Management, General · (August 2024 - February 2025)

Indian Institute of Management Mumbai

Master of Business Administration (MBA) · (2011 - 2013)

Manipal Institute of Technology

Bachelor of Engineering (B.E.), Computer Science · (2003 - 2007)

