

SWOIT GURUNG

Demand Generation & B2B Growth Leader | AWS Ecosystem | Cloud & Cybersecurity

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Right to Work: UK (No Sponsorship Required)

PROFILE

"Pipeline is the only marketing metric that keeps a business alive. Everything else is a vanity number." B2B Demand Generation Leader with 9+ years' experience scaling pipeline across Cloud (AWS Ecosystem), Cybersecurity, and Enterprise SaaS. Expertise includes driving UK and EMEA growth at Genese Solution (AWS Premier Partner) through targeted ABM campaigns such as engaging London and Bristol fintechs around DORA compliance and hosting executive roundtables for 80+ CXO and public-sector stakeholders. Proven track record of turning £120K (~\$150K) in AWS MDF co-funding into over £4M (\$5M+) in the influenced pipeline. Specialized in HubSpot automation, lead scoring, and multi-channel performance marketing that converts.

IMPACT AT A GLANCE

- Pipeline Growth: Influenced £4M+ in pipeline (£1.5M marketing-sourced) on £120K AWS MDF budget.
- Conversion Optimization: Achieved 20% MQL-to-SQL lift via HubSpot automation and lead scoring.
- Paid Performance: Reduced cost-per-lead (CPL) by 22% across global multi-channel campaigns.
- Rapid Execution: Closed 500 KnowBe4 security licences within 7 days of a single cybersecurity webinar.

CORE EXPERTISE

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| • Demand Generation & Pipeline Growth | • GTM Strategy & Market Entry |
| • B2B Multi-Channel Campaign Management | • Cloud & Cybersecurity Solution Marketing |
| • Account-Based Marketing (ABM) | • Cross-Regional Team Leadership (11 direct reports, 5 markets) |
| • AWS Partner Ecosystem & MDF Programmes | • Data-Driven Growth (SQL, Power BI, GA4) |
| • CRM & Marketing Automation | • Sales-Marketing Alignment & RevOps |
| • Lead Scoring & Funnel Optimisation | |
| • Paid Media (Meta, Google, LinkedIn) | |

PROFESSIONAL EXPERIENCE

Global Marketing & Demand Generation Manager

Genese Solution - AWS Premier Partner Consultancy | Plymouth, UK · Hybrid Jan 2024 – Jun 2026
Promoted into global remit to own marketing, demand generation, and the sales team across UK, Nepal, Nigeria, Bangladesh, and Spain.

- **UK & EMEA pipeline:** Led ABM programmes targeting London and Bristol fintech and financial services firms on DORA compliance; built tailored outreach sequences, hosted executive roundtables, and engaged 80+ CXOs and government stakeholders across Nepal-UK and Nepal-EU tech forums in London and Belgium.
- Generated £4M+ influenced pipeline (£1.5M marketing-sourced) funded almost entirely through AWS MDF co-marketing, £120K in partner-funded activity, minimal direct company spend spanning paid media, content, webinars, partner activations, and events across five markets.
- **CyberConnect Bangladesh:** Full-funnel cybersecurity webinar delivering 166 registrations, 70+ live attendees, 6 enterprise conversions, and 500 KnowBe4 licences closed within one week launched Genese's cybersecurity vertical in a new market.

- **HubSpot automation:** Built lead scoring, nurture sequences, and pipeline reporting workflows that increased MQL-to-SQL conversion by 20% and reduced cost-per-lead by 22% across global campaigns.
- **AWS MDF programme:** Planned, applied for, and executed AWS-funded joint marketing activities across South Asia and Africa; accelerated market entry and built partner mindshare with AWS field teams.
- Managed 11 direct reports across marketing and sales; set quarterly commercial targets, owned forecasting, and aligned cross-functional teams around pipeline and revenue outcomes.

Product Manager - Data & Digital Products

Ncell Axiata Limited (Axiata Group) | Kathmandu, Nepal

Nov 2019 – Sep 2023

- Drove 15% revenue uplift through data-informed product and pricing strategy across Ncell's digital portfolio (mobile app, website, retailer app) for Nepal's largest telecom operator, a subscriber base exceeding 16 million.
- **Home & Away Data (flagship launch):** Reversed ARPU decline in the top-value segment by diagnosing downgrade behaviour in SQL and launching a usage-matched data bundle; migrated 15% of at-risk subscribers monthly.
- Built multi-channel campaigns that raised customer engagement by 18% and increased ARPU across the subscriber base.

Operations Manager - Huawei AppGallery

Huawei Technologies | South Asia / APAC Region

Aug 2018 – Oct 2019

- Managed the Ncell carrier-billing partnership end-to-end: payments, reconciliation, and commercial delivery.
- Awarded Top Performer (South Asia, 2019): Recognized as the highest revenue contributor across the region while driving 90% growth in app downloads within six months.

Marketing Manager

Search Education | Kathmandu, Nepal

Aug 2017 – Jul 2018

- Led full marketing and operations; launched multi-platform campaigns that boosted student enrolments and cut cost-per-lead by 22%.

TECHNICAL SKILLS

CRM & Automation	HubSpot, Zoho, Salesforce, N8N, make, Apollo.io, LinkedIn Sales Navigator
Paid & Demand Gen	Meta Ads, Google Ads, LinkedIn Ads, AWS MDF Co-Marketing
Analytics & BI	Google Analytics 4, Power BI, Looker, Tableau, Google Tag Manager
Data	SQL (PostgreSQL, MySQL), Python (Intermediate)
Cloud & Cyber	AWS Partner Programmes & MDF, SaaS Security Solutions, MSP

EDUCATION & CERTIFICATIONS

MBA in Digital Marketing - Kantipur Valley College, Purbanchal University (CGPA 3.24/4)

- Meta Certified Media Buying Professional
- Product Management
- Advanced Google Analytics
- HubSpot Inbound Marketing & SEO

AWARDS

- Spot Award - Ncell Axiata (2021): Exceptional commercial execution.
- IFA Award - Ncell Axiata (2022): Digital innovation and measurable product impact.