

Pratiesh Soman

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linkedin.com/in/pratiesh-soman | Live CPQ, dashboard, approval bot: www.pratieshsoman.com

Deal Desk Manager | Revenue Operations

Deal desk and revenue operations specialist with 13 years in enterprise SaaS, from analyst roles at Thomson Reuters and Oracle to managing a five-member deal desk team at Versa Networks. Currently building and running the deal desk function at Marvin end to end: pricing, deal structuring, CPQ, discount governance, ASC 606 review, contract redlining, and the in-house tools that run it all. The person Sales, Finance and Legal call when a complicated deal needs to get done.

WORK EXPERIENCE

Marvin <i>Manager - Deal Desk</i>	02/2026 - Present (7 months) Bengaluru, India
- Built Marvin's deal desk from the ground up and run it end to end: pricing policy, discount governance, order form design, CPQ configuration, and ASC 606 review of every booking. None of it existed before February 2026. - Structured and papered \$1.5M+ in new ARR in the first seven months, negotiating terms directly with enterprise procurement teams across North America, EMEA, and APAC. - Own contract redlining end to end. MSAs, order forms, DPAs and BAAs marked up in house before they reach Legal, holding one consistent fallback position across every counterparty. - Structure and quote deals on a 200+/year run rate: multi-year ramps, usage-based pricing, and pilot-to-enterprise conversions. - Built the desk's internal tooling from scratch using AI-assisted development, all hosted on company servers: - Cohort dashboard: revenue and retention cohorts with drill-down to account and line-item level. - In-house CPQ: internal quoting tool that runs alongside Salesforce CPQ. - Invoicing tool: generates and tracks customer invoices end to end. - Approval-routing bot: sends discount and non-standard-term approvals to the right approver automatically. - Set up AI-assisted pricing models that run what-if scenarios while a negotiation is still live; quote prep time is down about 60% since rollout. Prompts are hand-tuned with token cost in mind, so the AI tooling stays cheap to run. - Rebuilt order forms in Salesforce CPQ with validation rules that catch pricing anomalies and enforce tiered discount approvals automatically, protecting 5 to 7 points of margin on a typical deal. - Automated renewal alerts and expansion scoring through Salesforce Flows. The scoring has surfaced \$300K+ in expansion pipeline so far; post-execution reviews have caught billing disputes and scope mismatches before they escalated.	
<i>Career break 11/2025 - 01/2026 A deliberate three-month break before taking on a build-from-scratch role.</i>	
Versa Networks <i>Senior Business Analyst - Deal Desk & Sales Ops Team of 5</i>	07/2021 - 10/2025 Bengaluru, India
- Managed a five-member analyst team: hiring, quarterly KPIs, performance reviews, and workload assignment across 300+ enterprise transactions a year. - Chaired the cross-functional deal governance committee and ran executive deal reviews and quarterly revenue forecasts with Sales, Finance, Legal, and Product. - First escalation point for the team's complex deals; coached analysts on deal structuring and approvals, including one promoted during this time. - Redesigned quote-to-cash and approval workflows end to end in Salesforce CPQ; deal closure time came down roughly 15%. - Rebuilt order forms with dynamic pricing logic and CPQ validation rules; order processing went from three days to under six hours. - Built the renewal-risk, churn, and upsell-propensity dashboards the expansion team worked from; campaigns run off them brought in \$500K in incremental ARR. - Wrote proactive renewal playbooks based on product usage and engagement scoring. Renewal revenue grew 20% year over year with them in place. - Rolled out deal scoring in Einstein Analytics so the team saw win probability early and spent its time on the deals most likely to close.	

VMware

Business Analyst - Sales Operations

07/2020 - 06/2021

Bengaluru, India

- Processed and booked **50+ enterprise licence agreement renewals** at **98% booking accuracy**, and consolidated **30+ standalone contracts** into master agreements.
- Worked the ELA renewal cycle end to end: entitlement checks, true-ups, co-term calculations, and quote generation ahead of expiry, so renewals were priced and papered before the clock ran out.
- The consolidation work meant reconciling overlapping contracts and aligning renewal dates, which replaced a scatter of separate agreements with a single master an account team could actually manage.
- Automated the case-closure workflow for daily booked orders.
- Built renewal tracking playbooks and compliance checks with Finance and Legal that kept every renewal audit-ready.

Oracle India Pvt. Limited

Deal Desk Analyst

08/2015 - 07/2020

Bengaluru, India

- Five years on the deal desk negotiating pricing and discount strategy for enterprise software deals; average deal margins improved **about 10%** over that period.
- Reviewed non-standard pricing against the discount approval matrix and escalated anything outside it with a written commercial rationale, so approvers saw the trade-off rather than just the number.
- Modelled multi-year deal structures for account teams, including term licence, support renewal, and cloud subscription combinations, and what each shape did to the revenue profile.
- Worked with Revenue Recognition on non-standard terms so that a structure which read well commercially did not turn into a booking problem later.
- Ran quote reviews with account teams across the region and became the reference point reps came to on how a deal should be shaped before it went for approval.
- Streamlined handoffs between Sales, Finance, and Legal to cut cross-functional approval delays.
- Wrote the exception-handling procedures and pricing trend reports the team adopted as its working standard. Five years in one seat meant seeing the same deal patterns come round again, which is where both came from.

Thomson Reuters

Finance and Risk Specialist

03/2013 - 07/2015

Bengaluru, India

- Coordinated order management across Customer Service, Credit Management, and Sales to bring turnaround times down.
- Standardised order protocols, which cut error rates and lifted customer satisfaction scores.

EDUCATION

MBA | Manonmaniam Sundaranar University, Tirunelveli

BBA | Kodaikanal Christian College (affiliated to Madurai Kamaraj University)

CERTIFICATIONS

Salesforce Certified Administrator | Certified Scrum Product Owner (CSPO)

SKILLS

Professional: Deal Desk Operations, Deal Structuring & Pricing Strategy, Quote-to-Cash, ASC 606 Compliance, Contract Redlining & Negotiation, Contract Lifecycle Management, Renewal Forecasting, Revenue Operations, Sales Enablement, Stakeholder Management, Process Optimization, Agile / Scrum / Kanban

Technical: Salesforce CPQ, Sales Cloud, Service Cloud, Einstein Analytics, Prompt Engineering & LLM Token Optimization, AI-Assisted Tool Development, Gainsight, Gong, Copilot Studio, JIRA, Confluence, Lucidchart, Microsoft Excel & PowerPoint, Workflow Automation

The four tools described under Marvin are live and clickable at www.pratieshsoman.com