

MIRAJ DESAI

Aerospace Enterprise Regional Account Manager

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Strong Technical Account Management and Aerospace & Defense experience. Proven track record at ANSYS, Inc, with strategic leadership and customer success. Achieved 50% of quota or more. Excels in customer engagement, presales strategy, sales support, competitive insights, team development, and cross-functional collaboration.

Skills

- Technical Account Management
- Customer Engagement & Expertise
- Leadership
- Presales Strategy
- Business Strategy
- Competitive Insights
- Communication and Presentations
- Engineering Assessments
- Sales Training
- Digital Transformation
- C-Suite Relationship Management
- Aerospace Engineering
- SaaS
- PLM Software Products & Services
- Product Sales
- Technical Strategy
- Cross-Functional Collaboration
- Business Development
- Team Management
- Sales Forecasting
- Digital Engineering

Experience

Enterprise Regional Account Manager

ANSYS, INC., Canonsburg, PA

January 2024 - Present

- Responsible for driving West Coast sales for Boeing, Lockheed, Raytheon
- Beat quota by 50% or more each year for new business
- Develops approach and business case (including required investments) to deliver sustainable growth.
- Creates roadmap to drive significant penetration across all applicable product lines.
- Find and grow new opportunities as well as secure renewal sales.
- Remains knowledgeable and keeps abreast of ANSYS new and existing products and services pipeline to meet goals.
- Customer ecosystem expert. Understands customer's internal relationships, including the biases and concerns of individual decision makers and key influencers.
- Stays informed about the competitive landscape and upcoming customer requirements. Identifies new opportunities to differentiate ANSYS, refine solution offerings, and drive innovation.
- Engages and builds relationships with key customers and prospects to understand business challenges, technical requirements, and strategic objectives to best align solutions to meet their needs.
- Identifies customer's problems, important business initiatives and creates ROI-based proposals aligned to initiatives and business outcomes for customer.

- Monitors customer satisfaction and communicate customer concerns and issues along with EAM's expectations to the full account team, sales management, BUs and to others who serve the customer and communicate ANSYS commitment to the customer and manage customer expectations.
- Expected to maintain relationships at the C-suite level and derive a strategy to help them meet their key business initiatives
- Cross-functional collaboration and liaison between sales, product management, customer success, marketing, and other internal teams to align presale activities with business priorities.
- Leads Customer Advisory Board process and executive sponsorship programs including Management Review Board (MRB) process.
- Establishes a long-term account plan, with buy-in from senior levels. Define the long-term full potential of the account determining revenue expectations and resource planning.
- Team development by orchestrating seminars and training with presale engineers to strengthen ANSYS presence.
- Set clear goals and objectives, establish performance metrics, and foster a culture of excellence, collaboration, and continuous improvement.
- Annual goal is recurring \$17-\$18M revenue and hit \$2.5-3M of new business

Technical Account Manager
ANSYS, INC, Canonsburg, PA
January 2017 - Present

- Co-led technical and business strategy for various initiatives leading to a combined increase of \$91M in new business over 4 years, exceeding account total business quota for 2017,2018,2019 and 2020, and closing the largest deal in company history within 2020
- Co-led business development activities such as engineering assessments and steering committee meetings to uncover key strategic initiatives and associated business impact resulting in over \$100M in value per year to the customer
- Drove 100% utilization of services contract since 2018 while extracting key value metrics leading to potential \$2M in new services in Q1 2021
- Developed and maintained relationships at the engineering manager to CTO level to drive positive business outcomes and validation of extracted ROI
- Participated and published in industry working groups that corresponded with key emerging industry trends such as certification by analysis to help capture future business

Applications Engineer II
ANSYS, INC, Canonsburg, PA
January 2017 - July 2017

- Supported pre-sales activities (CFD/Mechanical) for inside sales group resulting in 100% of quota attainment and on target for quota attainment in Q2
- Supported sales discussions resulting in \$800k in NB within two quarters
- Trained new inside sales division on products, Ansys value proposition and overall account strategy

Product Sales Specialist
ANSYS, INC, Canonsburg, PA
November 2015 - December 2016

- Led the sales and pre-sales initiatives of FENSAP-ICE globally resulting in 91% of overall goal attainment
- 110% of new business, first U.S sales since 2012 and first sale for wind turbine icing
- Sales and pre-sales initiatives included addressing customer applications through demos, customer trainings, presentations

- Trained sales and pre-sales personnel (both direct and channel) on capabilities of FENSAP-ICE, target customers, industries and overall value proposition
- Led strategic meetings with the FAA and NTSB to illustrate the importance of simulation for certification purposes

Sales Engineer

COMSOL, INC, Burlington, MA

August 2014 - October 2015

- Provided pre and post-sales support by creating simulation examples and benchmarks across multiple physics and provided technical support of COMSOL Multiphysics to clients within territories
- Presented COMSOL's capabilities and value proposition during workshops, customer meetings, and conferences (NASA TFAWS, COMSOL Conference)
- Efforts led to expanded sales of COMSOL Multiphysics within GA, WI, TN and KY leading to 10%-40% sales growth (between territories and various accounts)

Education

Master of Science in Mechanical Engineering

Embry-Riddle Aeronautical University, FL

August 2014

Bachelor of Science in Aerospace Engineering

Embry-Riddle Aeronautical University, FL

May 2011

Aerospace Engineering

EPF Ecole d'Ingénieurs

January 2011

Publications

- A Computational and Experimental Analysis of Spacecraft Propellant Tanks Implemented with Flexible Diaphragms: AIAA 2011
- Numerical Simulation of Aircraft and Variable-Pitch Propeller Icing with Explicit Coupling: SAE 2019
- When Flight Modelling is Used to Reduce Flight Testing Supporting Aircraft Certification: AIAA 2020

Awards

- Worldwide Ace Person of the Year
- Federal Aerospace and Defense Ace Person of the Year
- Most New Business - Federal Aerospace and Defense
- President's Club 2018