

Arnav Singh

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PROFESSIONAL EXPERIENCE

Introhive (Toronto, Canada)

Introhive is a relationship intelligence platform provider that helps professional services firms uncover actionable insights from hidden relationship data to boost collaboration and drive business growth

Product Marketing Manager, Competitive Intelligence

December 2024-January 2026

- Conducted win/loss analysis to determine top win and loss drivers for both competitive and non-competitive opportunities, which has improved competitive positioning and optimized sales strategy to drive a 25% year-over-year growth in revenue
- Communicated competitor developments and value positioning tactics to sales representatives through competitive intelligence tools, email newsletters, reports/collaterals, and presentations, which helped increase quarterly win rates by 30%
- Reported competitive insights and market trends to Executive Leadership and key stakeholders in Product, Sales, and Marketing to inform strategic decision-making, which helped boost ICP penetration by 15%

Clue (Toronto, Canada)

Clue is a Canadian software company that provides a competitive enablement platform to help product marketers collect, curate, and deliver actionable competitor insights.

Customer Success Content Consultant

April 2024-September 2024

- Strengthened client relationships by improving the frameworks and content of competitor battlecards for a leading global manufacturer of security products for military, law enforcement, and civilians

Prophix (Mississauga, Canada)

Prophix is a global financial performance management software company that provides financial planning and analysis, financial consolidation, intercompany management, account reconciliation, and disclosure management applications in a single platform.

Head of Competitive Intelligence

December 2022-January 2024

- Established the Competitive Intelligence function at Prophix by conducting a needs assessment with key stakeholders across Marketing, Sales, Product Management, Sales Enablement, Customer Success, and Solutions Engineering
- Monitored and compiled relevant data from internal tools and external research such as analyst reports and competitor product release notes to assist Product Management in launching two new applications that increased annual revenue by \$30 million
- Authored 10 thought leadership blogs for inbound digital marketing campaigns to help improve pipeline generation by 35%

Dayforce (formerly Ceridian) (Toronto, Canada)

Dayforce is a global human capital management software company that provides human resources, payroll, benefits, workforce management, and talent management capabilities in a single solution.

Competitive Intelligence Marketing Manager

May 2020-December 2022

- Collaborated with Product Marketing to develop differentiating positioning and messaging, create new feature briefs, and craft competitive collaterals, which resulted in the generation of \$15 million in additional revenue during 2021-2022
- Supported Product Management in launching a mobile wallet for payroll that grew Dayforce's annual revenue by \$18 million
- Formulated global expansion strategies for Executive Leadership by analyzing new markets, partnership/acquisition opportunities, and benchmarking competitors, which enabled Dayforce to enter markets such as Australia, New Zealand, India, and Mexico

Competitive and Market Intelligence Specialist

August 2018-April 2020

- Established the Competitive and Market Intelligence team and conducted win/loss analysis on 400 closed opportunities to support stakeholders across Sales, Marketing, Go-to-Market Strategy, Corporate Strategy, Product Management, and Executive Leadership

EDUCATION

Schulich School of Business, York University

Toronto, Canada

Master of Business Administration, Management Information Systems

June 2018