Swapnil Ghone

Digital Transformation, AI & Enterprise Executive · GTM & Revenue Leader · Founder & Fractional Executive

I have led enterprise technology from every side of the table — delivering it, selling it, keeping the customers, and now building it.



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27+ Years

Business and technology experience across enterprise, transformation and revenue

4 Pre-Seed Rounds

Founder-level fundraising across healthcare, agriculture, AI products and technology ventures

6 Markets

Saudi Arabia, UAE, North & South America, Africa, Europe, India

Founder & CEO

trAllique — AI and Digital Transformation

PROFILE

I started working at fifteen, years before the engineering degree, and I have been working ever since. Across that time I repeatedly found myself at the same intersection — technology on one side, customers and commercial reality on the other, and the gap between them waiting to be closed. That gap is where I have spent my career.

Each move added a layer rather than replacing one. Operations taught me how work actually gets done. Enterprise technology and delivery leadership taught me what it takes to make a promise real. Customer Success taught me that value is proven after the signature, not at it. Enterprise sales taught me how decisions are made in a boardroom. Digital transformation taught me how organisations change. Entrepreneurship taught me how to build with nothing but a proposition and a market. Today I work at the front of that same line — building AI that stays human-centric — with the difference that I can connect a model to a process, a process to a P&L, and a P&L to the executive who owns it.

EXPERTISE

Six capabilities that compound

01 AI & Digital Transformation
Identifying, prioritising and executing AI and technology initiatives connected to measurable business outcomes — not pilots that stall between the lab and the operation.

02 Fractional Executive & Advisory
Senior executive capability at the point it is needed, without an organisation carrying another full-time executive before the case for one is proven.

03 Pre-Seed to Series B Fundraising
Investor readiness, fundraising narrative, pitch strategy and the commercial validation underneath it. Hands-on across four pre-seed rounds.

04 GTM & Revenue Leadership
Enterprise sales strategy, market development, founder-led sales, pipeline creation and revenue acceleration — the machine behind the number, not the number alone.

05 Customer Success & Growth
Lifecycle strategy, executive relationships, retention, expansion and Customer Success operating models that scale without losing the relationship.

06 Training & Capability Building GOLD CERTIFIED
Gold-certified in Voice & Accent and Communication Skills. Leadership, corporate communication and product training for enterprises and MNCs, colleges and learning institutes. On site to batches of 30–200+ across multiple countries, and online.

FRACTIONAL LEADERSHIP

Senior leadership when you need it — without another full-time executive hire

- **Fractional CRO / Head of Sales.** Enterprise selling, sales process, pipeline design, GTM, team development and forecasting discipline.
- **Digital Transformation & AI Advisor.** Roadmaps, AI opportunity identification, business cases that survive finance review.
- **Saudi Market Entry Advisor.** Saudi enterprise buyers, partnership structures and a GTM approach that fits the market.
- **Engagements** are scoped around a business outcome, not an hourly rate.
- **Fractional Customer Success Leader.** Journey design, onboarding, retention, expansion and executive engagement.
- **B2B SaaS GTM Advisor.** ICP, positioning, pricing, market validation and the enterprise sales motion.
- **Corporate Training & Enablement.** Leadership, corporate communication and product training for enterprises, MNCs and institutes, in the room or online.

MARKETS

Business relationships built in person

Saudi Arabia BASE
Enterprise relationships, AI and transformation work, and market-building across the Kingdom.

UAE REGIONAL
Commercial relationships across the wider GCC technology landscape.

USA INTERNATIONAL
Client engagement with enterprise technology buyers and partners.

Africa INTERNATIONAL
Relationship development with partners and clients on the ground.

India FOUNDATION
Technology ecosystem, delivery capability and entrepreneurship.

EXPERIENCE

Capability that compounded, one layer at a time

1999–2004	**Foundation — various part-time jobs** Starting at fifteen and running through to the engineering degree — the value of a day's work, years before a qualification existed to put on a page.
2004	**Engineering** Graduated as an engineer and started in a technical discipline — the grounding that still separates what a technology genuinely does from what it is sold as.
EARLY CAREER	**Customer Operations · Enterprise Technology** Close to the customer and the day-to-day operation, then inside enterprise-grade environments where scale, integration and reliability set the constraints on what change is possible.
MID CAREER	**Project & Delivery Leadership · Customer Success** Ownership of delivery — scope, stakeholders, timelines and the accountability of telling a client the truth. Then the post-sale relationship: onboarding, adoption, retention and executive engagement.
SENIOR	**Strategic Accounts · Enterprise Sales · Digital Transformation** Multi-stakeholder, long-cycle, board-visible accounts. Carried the number and built the engine behind it: pipeline, qualification, complex deal strategy, pricing, and the processes that make performance repeatable. Then from selling change to leading it — connecting technology initiatives to operating models and business cases.
FOUNDER	**Entrepreneurship** Built from zero across four early-stage journeys: proposition, product thinking, go-to-market, investor conversations and the unglamorous work of making a business exist.
NOW · RIYADH	**AI & Operational Intelligence — Founder & CEO, trAllique** Wearing the CMO, CSO and COO hats at the same time, because it is founder-led. Building AI-powered platforms and advising organisations on where AI creates measurable business value — and where it does not.

Full career history, with employers and dates, at linkedin.com/in/swapnilghone

FOUNDER & PRE-SEED ADVISORY

From strategy to capital to execution

Four pre-seed fundraising journeys spanning healthcare, agriculture, AI products and technology ventures. That means the investor conversation, the proposition behind it, and the commercial story that has to hold up once the money is in the bank. Founder-level experience, applied to founders.

HEALTHCARE | AGRICULTURE | AI PRODUCTS | TECHNOLOGY VENTURES

- Investor readiness
- Pitch strategy
- Commercial validation
- Early-stage positioning
- Fundraising narrative
- GTM readiness
- Investor conversations
- Founder-led enterprise selling

Not an investment banker, a regulated financial advisor or a venture investor. What I bring is the operator's side of the table.

RECOMMENDATIONS

From the founders who hired me and the people who worked alongside me

> *"A year ago, we hired Swapnil as the first salesperson in the Sitechecker team. He was faced with a difficult task: to begin to independently convert incoming traffic into demos and sales, set up all sales processes, and then build a sales team."*
>
> **Ivan Palii** · *Serial Entrepreneur, Europe*

> *"I was consistently impressed by his commitment to customer satisfaction and his drive to exceed. I recommend Swapnil to any organization looking for an experienced sales professional who can make an immediate impact."*
>
> **Brent W Peterson** · *Serial Entrepreneur, USA*

> *"I remember being blown away with how Swapnil delivered his training session. He has an extremely strong presentation skill set and an excellent delivery style."*
>
> **Alan Bagley** · *Senior Engineering Programme Director, BT (British Telecom), Europe*

> *"In this business, it's all about building trust; to that end, Swapnil is the best."*
>
> **Murtada Makki** · *Serial Entrepreneur, Middle-East & Africa*

Ten recommendations in full, with sources, at linkedin.com/in/swapnilghone