

Anchal Katyal

Director - Category Management & Commercial Partnerships

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📍 Dubai

🌐 /anchalkatyal

📄 Golden Visa

Director with 11+ years owning category P&L and commercial strategy across retail and marketplace in GCC. At Noon, managed \$100M+ laptop category across UAE and KSA. At Landmark, owned Apple brand P&L delivering \$XXM turnover and 25% margin improvement. At Zension, built three businesses from zero.

📁 Professional Experience

Zension Technologies ☑

Director – B2B Commercial & Partnerships

01/2026 – Present | Dubai

- Launched renewed devices business (MRR 2Mn AED in 3 months)
- Launched device insurance on Noon KSA (50K subs in 4 months)
- Building recommerce services for platforms: QC, grading and refurb
- Own category P&L, roadmap and performance reporting
- Lead 10+ person team across UAE, KSA and Pakistan

Senior Manager – B2B & Marketplace Growth

03/2024 – 12/2025 | Dubai, UAE

- Launched GCC's first device subscription (B2B & D2C, AE & SA)
- Closed 1.5M SAR enterprise deal: 2,400 device subs, 24 months
- Built B2B vertical: product development to B2B client onboarding
- Built dynamic pricing models across all subscription segments

Manager – Category, Circular Economy & Residual Value

08/2022 – 02/2024 | Dubai, UAE

- Built circular economy infrastructure from scratch (QC to refurb)
- Generated 1.5Mn AED annual profit from returned devices
- Built 20+ vendor partner network: coached on quality standards

noon ☑, Category Lead – Laptops & Monitors

03/2021 – 08/2022 | Dubai, UAE

- Owned laptops category P&L across UAE & KSA across 1P & 3P
- Recruited & onboarded 30+ sellers: JBPs, pricing and negotiations
- Coached sellers on platform; managed churn via direct market connect
- Scaled assortment 4x YoY; FBN 3x; 50%+ GMV growth in peak events
- Improved monitors market share by 10% via GFK & sellers enablement
- Used data analytics to optimize conversion, search and return reduction

Emax - Landmark Group ☑, ACM & Buyer - Apple

06/2017 – 02/2021 | Dubai, UAE

- Owned Apple brand P&L across 30+ stores & corporate channel
- Reached \$XXM turnover, highest Apple ecosystem revenue in the org
- Improved margin 25% via pricing, promotions and attach-rate
- Optimized inventory days from 35 to 21 through SCM and OTB
- Led omnichannel execution: NPI, event planning and merchandising

AGC Networks Limited ☑, Key Account Manager

07/2012 – 07/2015 | Gurugram, India

- Managed \$2M+ enterprise portfolio: C-level negotiations and contracts

🏆 Awards

Dual Promotion 2024 & 2026

Director and Senior Manager: sole promotions across the business unit

Best Performing Category 2021

Recognized for consistently being in the top 3 categories MoM

Top Performing Category 2020

Recognized for consistently being the top performing category MoM

CEO Appreciation 2013

Received shoutout for AMC order of \$100K from a new account

🏠 Internships

General Electric

Recommended a cloud migration strategy for app consolidation

Emirates NBD

Worked on the launch & pricing strategy for digital banking product

🧠 Skills

Category Strategy & P&L Ownership

Pricing, Promotions & Forecasting

Negotiations & Partnerships

Marketplace & Category Management

Seller Recruitment & Onboarding

🎓 Education

IIM, Udaipur | 3.23 GPA

MBA - General Management

IGIT, Delhi

B.Tech - Electronics & Comm.