

Sunny Neogi

Head, Hyperscaler GTM

Bellevue, WA, United States | [LinkedIn](#)

Leader of go-to-market strategy and cloud partnerships for AI infrastructure, with 20 years building scalable GTM programs and managing multi-billion dollar revenue streams across hyperscalers and enterprise AI platforms.

EXPERIENCE

Head, Hyperscaler GTM

SpaceXAI

Oct 2025 — Present

Palo Alto, CA and Seattle, WA

Business leader accountable for global go-to-market and co-sell strategy across Google, Microsoft, AWS, and Oracle.

Negotiated SpaceX model integrations across Vertex, Azure Foundry, Bedrock, and Oracle platforms, generating 100+ co-sell opportunities and landing two of SpaceX's largest enterprise deals. Led GPU fleet optimization and capacity planning, saving \$250M through strategic H100 to GB300 swap sponsored by Google and Nvidia leadership. Established SpaceX as first frontier lab available as both first-party and third-party offering across all four hyperscalers.

Worldwide Commercial Leader, Frontier AI Ecosystem

Microsoft

Jul 2024 — Oct 2025

Redmond, Washington, United States

Led global GTM and co-sell for Microsoft's strategic partnerships with frontier model companies including xAI and Nvidia.

Built \$1.2B pipeline across Azure API, voice, and image generation models while embedding Grok across 10+ model pickers in Copilot, CoWork, and Scout. Managed integration across GitHub, Foundry, and Office Dynamics Copilots. Grew Nvidia partnership book of business by 93% year-over-year despite severe GPU constraints. Enabled 1,000+ enterprise account teams across global regions to land \$100M+ AI transformation deals.

Worldwide Leader, Strategic ISV Partners, Healthcare and Life Science

Microsoft

Jan 2022 — Jun 2024

Redmond, Washington, United States

Led partner development for Microsoft's strategic global ISV partnerships in healthcare and life science. Built and directed team of partner and business development managers guiding ISVs to build solutions on Microsoft Cloud and drive digital transformation. Focused on delivering revenue and market share growth for partners while expanding Microsoft's footprint in regulated healthcare vertical.

Co-Founder and Advisor to CEO

CueZen

Mar 2021 — Mar 2025

Bellevue, Washington, United States

Co-founded AI-enabled personalized digital therapy startup funded by Tata Capital and Point 72 Ventures. Established ecosystem and GTM roadmap with three strategic partners: Microsoft, Google, and Fitbit. Advised CEO and leadership team through value proposition development, positioning, fundraising, and key customer pursuits.

Chief Growth Officer

KenSci

Jun 2016 — Mar 2021

Greater Seattle Area

Led scaling of pioneering healthcare AI platform from Microsoft for Startups incubator to Partner of the Year before acquisition by Providence Health in 2021. As part of executive management, partnered with co-founders and board to scale company from pre-seed through successful exit. Led global marketing, partnership, and sales teams spanning 6 countries.

KenSci recognized as Healthcare AI market leader by KLAS Research.

Senior Director, Head of Strategic Marketing and Partnerships

HARMAN

Jan 2014 — Jan 2016

Stamford, CT

Led go-to-market for Connected Services division, an \$800M business, following HARMAN's acquisition. Successfully integrated diverse marketing teams and brands across HARMAN's software businesses with unified brand identity. Unified GTM motions for digital marketing, field marketing, and inside sales campaigns across financial services, retail, CPG, healthcare, and automotive verticals. Led global team of 80 across US, Sweden, India, and UK. Won Microsoft Partner of the Year for IoT.

Vice President, Marketing and Alliances

Aditi Technologies

Oct 2013 — May 2016

Bellevue, WA and Bengaluru, India

Scaled marketing team from 3 to 75 members while building global execution engine across offerings management, digital campaigns, inside sales, field marketing, and partner marketing. Led partnership programs with Microsoft and AWS to reposition company as cloud transformation leader. Won NSI and EPG Partner of the Year awards. Achieved one of the fastest ACR growth rates across Microsoft and AWS partner ecosystems. Also served as Chief of Staff to CEO, managing business restructuring and organizational pivots during financial crisis, including M&A integration and investor relations.

Head, Marketing

Aditi Technologies

Jan 2012 — Sep 2013

Global

I lead Aditi's global marketing and branding efforts that fuel the company's growth and contribute to our service leadership in cloud platform services. This includes services marketing and go-to-market strategies that drive awareness, building the Aditi brand, and sharing the story of our unique service culture that our customers and employees passionately love. My team is responsible for corporate growth strategy, customer acquisition, go-to-market execution, hiring branding and global PR. Operationally, I am engaged in transitioning our marketing execution from an outbound to

inbound led, integrated process. Some of the fun things my team is doing include:

- Establishing a 'global top 3 cloud platform consulting' brand
- Executing on a growth strategy to deliver 10% QoQ growth across global markets.
- Maintain a 1:114 hire: application ratio through a top geek career brand <http://careers.aditi.com/>
- Engaged communities across Facebook <https://www.facebook.com/AditiTechnologies> and Twitter @weareaditi
- Mainstream and trade press across ZDNet, Redmond Channel Partner, CNN etc.
- Articulation and validation of our value props by jointly working with our global customer base.
- Field marketing and roadshows across major markets.
- Joint go-to-market with partners and practices.
- Demand generation through Inside sales and nurture marketing that drives 40% YoY growth.

Director, Marketing

Jan 2011 — Dec 2011

Aditi Technologies

How do you bring back the sizzle in a quaintly loveable brand? Start off by building a dream team of some of the best marketing folks passion can buy. Then hustle, sweet talk and fight your way to reposition the company and the brand. Had the most fun year of my life in the process. Launched a business unit, integrated a new acquisition and kept ourselves busy ticking off all the marketing buzz bullets - innovation, thought leadership, integrated communication etc.

Senior Marketing and Alliance Manager

Oct 2007 — Jun 2010

Aditi Technologies

Managing organization upgrades. Innovation is right up on the agenda - responsible for helping and prodding nerd geniuses to take idea to market as IP. Fixer of problems @ recruitment processes (branding, filtering, interviews to quality of coffee served) and CIO's office (internal productivity tools, collaboration platform) Besides helping write dainty little speeches for the Cs, making presentations for the moneybags and charming coffee conversations with anyone lacking company, little else. Thankless General Management in all its specificity. Love it.

Global Program Manager : Microsoft Alliance

May 2006 — Oct 2007

Cognizant Technology Solutions

Chennai and Bengaluru, India

Led all aspects of Microsoft partnership business including co-sell, co-marketing, SPIFF programs, MBRs, and partner solution planning. Orchestrated joint GTM and partner marketing plans with Microsoft. Managed partner operations, internal communications, field enablement, and executive engagement to drive alliance growth.

Retail Domain Consultant

May 2005 — Apr 2006

Cognizant

Senior business analyst servicing retail clients. Provided technology and process advisory services across multiple retail formats. Specialist in SCM and In store processes. Didn't like being a 'requirement mgmt' dude.

EDUCATION

Indian Institute of Management, Bangalore

Jan 2003 — Jan 2005

MBA in Marketing

Post Graduate Program

Visvesvaraya Technological University

Jan 1999 — Jan 2003

B.E. in Computer Science and Engineering

Research project @ HP Labs on Gesture recognition. 4 years before Wii. Ha.

NITK national nerd paper presentation (or similar) about machine learning from ant behavior. (no one had a clue. awarded us)

Learnt little about Computers, lots about advantage of having good nerd friends.

Don Bosco School

Jan 1987 — Jan 1999

CERTIFICATIONS

Microsoft US HLS partner of the Year, Microsoft

Jun 2020

Microsoft Partner of the Year Finalist (Healthcare and Life Sciences), Microsoft

Jun 2019

Microsoft Partner of the Year Finalist (Healthcare and Life Sciences), Microsoft

Jun 2018

HIMSS Innovation of the Year, HIMSS

Mar 2018

Microsoft Intelligence System (IOT) Partner of the Year, Microsoft

Jun 2015

Deal Catalyst of the Year, Aditi Technologies / Symphony Teleca

Jan 2015

Tech Agency of the Year, ITSMA / Great Indian IT summit

Jan 2015

100 Most Talented Global Marketing Leaders, World Marketing Congress

Jan 2014

LinkedIn/ITSMA Innovative Marketing Campaign , LinkedIn/ ITSMA	Jan 2014
Linkedin Innovative Marketing Campaign , LinkedIn	Jan 2014
Microsoft EPG Cloud Partner of the Year, West Coast , Microsoft	Jan 2014
Microsoft's West Coast Partner Award for Marketing Excellence , Microsoft	Jan 2014
Aditi CHIEF Award - Best Manager , Aditi Technologies	Jan 2013
Azure Circle Partner of the Year , Microsoft	Jan 2013
Brand 360 award for online/ offline brand execution , ITSMA	Jan 2013
Direct Marketign Award - Mobile Marketing , DMA	Jan 2013
Effective Mobile Marketing Award , Effective Mobile Marketing Award	Jan 2013
Microsoft Cloud Partner of the Year , Microsoft	Jan 2013
CEOs Excellence award , Aditi Technologies	Jan 2012
Great Place to Work , Great Place To Work	

SKILLS

Strategy · Go-to-market Strategy · Business Development · Product Management · Marketing Strategy · Demand Generation · Cloud Computing · Marketing · Marketing Management · Integrated Marketing · Product Marketing · Business Intelligence · Corporate Branding · Analytics · Market Research · Competitive Analysis · Sales · Web Analytics · Cloud partnerships · AI monetization · Hyperscaler integrations · GPU infrastructure · API management · Partner GTM · Sales enablement · Enterprise sales · Healthcare AI · Systems integration · Digital transformation · Marketing scaling · Channel partnerships · Startup scaling · Fundraising · Strategic partnerships · M&A integration · Field marketing · Inside sales · Market positioning