

ANUBHAV SOOD

Founder-operator who builds and sells with frontier AI | A 90-agent AI-agent estate, two live payment platforms, evaluation and governance as code | Computer science engineer | Enterprise sales to technical buyers, engineer to CIO

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PROFILE

Founder, Efficient Earners: engineering, marketing and operations run by a fleet of AI agents I designed, with a live commerce platform, a market-data engine, a course studio and a marketing organisation on top | B.E. Computer Science, PGDM (TAPMI) | Available immediately

I trained as a computer science engineer and worked as a developer before my MBA. For fifteen months I have built and run a company with AI, and since March 2026 every part of it has run on agentic coding tools: 90 agents and 25 skills under a written model-routing law, one owner per file, release gates with read-only veto agents, a token-cost auditor, and regulation enforced as build assertions, across a 145,000-file estate of about 1.9 million lines of code. What I built in those months I could not have built with a team. I have been the buyer, the architect, the operator and the seller of an AI system end to end, so I can hold the conversation with a founder, a CTO or an engineer in their own register. Before this, five years carrying an enterprise quota at Ruckus Networks (CommScope) and HFCL, owning long multi-stakeholder cycles from the network team to the CIO and CFO.

LIVE WORK

- **Portfolio site:** anubhavsood.com | **Company site:** www.efficientearners.com | **Course and book:** tradeless.efficientearners.com, gear.efficientearners.com | **Second storefront:** mylittlelore.com | **Channel:** youtube.com/@EfficientEarners | **Code:** github.com/efficientearners-ai | **Member platform:** desk.efficientearners.com (sign-in only) | **Full AI portfolio (Google Drive):** <https://drive.google.com/drive/folders/1nh1aIpKtfEpPLopVzEQ3TaiPcQeLYpzI>

KEY ACHIEVEMENTS

- **Built a company's operating system out of AI agents.** A 29-row task router with a six-rule model law (a fast model by default, a frontier model on eight named triggers, the top tier capped to fifteen verification reads and zero writes), one owner per file, a daily fleet-learning loop that is the only path from a run-time lesson to an agent definition, a ten-researcher-to-three-synthesiser research workflow, and two read-only veto agents, compliance and red team, at every release phase.
- **Shipped two live payment platforms.** The Desk, on Cloudflare Pages Functions, KV and Durable Objects with Google OAuth and Razorpay (signature, idempotency, then corroboration against the provider's record before any entitlement opens), behind a 9,014-line pre-deploy gate, post-deploy probes with auto-rollback and a Playwright E2E matrix; and mylittlelore.com, a PayPal checkout Worker with R2 signed delivery links and a KV ledger, where a 14-agent audit fixed a stranded-buyer bug the day it launched.
- **Evaluation, cost and safety as code.** Pre-registered backtest cells over 3.6 million setups with a negative result recorded rather than re-cut; a session-cost auditor pricing every transcript against published per-million-token rates with cache multipliers. A SEBI vocabulary and data-recency firewall enforced as build-gate assertions that rejected 7 of 7 draft captions in one campaign and whose 30-day floor later matched the regulator's July 2026 circular exactly.
- **Took AI to market before it had references, then carried the number.** Among the first in the region to sell Ruckus's AI-driven analytics and cloud subscriptions as they launched; 120% of annual quota in FY2023 and 180% on the primary line as Territory Account Manager. Best performer at CommScope in two cycles; 89% of committed deals delivered as forecast.

HOW I SELL

- **Technical credibility first, business case second.** Discovery with the engineering team before any pitch. I prepare the bill of materials, run the first technical conversation myself, and bring the specialist in for detailed design. Then the commercial case for the decision maker. Relationships from the engineer to the CIO and CFO.
- **Full cycle, first outbound to deployment.** Territory and account plans, opportunity creation, proof of concept, proposal, negotiation, contract and rollout, with renewals and expansion written into the account plan from the first order. MEDDPICC qualification, forecast and pipeline in Salesforce, and playbooks written down so the next person can run them.

CORE COMPETENCIES

- **AI systems:** agentic coding tools: agents, skills, hooks and workflows | multi-agent orchestration and model routing | context engineering (agent instruction files with authority chains, single source of truth, read budgets) | token economics | evaluation design and verification gates | guardrails as code | MCP connectors in daily use (Chrome, Gmail, Drive, Wix, Telegram, Discord) | Python, JavaScript, Pine Script, HTML and CSS
- **Platform:** Cloudflare Pages, Workers, KV, Durable Objects, R2 | Razorpay and PayPal webhooks | Google OAuth | Supabase | Wix and Cloudflare DNS | GitHub | launchd automation | Playwright | ElevenLabs and ffmpeg media pipelines
- **Enterprise sales:** full-cycle, first outbound to deployment | technical discovery with engineering before any pitch | founder, CTO and CXO engagement | consultative solution selling | negotiation | MEDDIC and MEDDPICC | Salesforce forecasting | pricing architecture | new-market entry | distributor and partner co-sell | B2B pilot design | playbooks, training and enablement programmes built from scratch

PROFESSIONAL EXPERIENCE

Founder | Efficient Earners (Soulvalley Global LLP)

Bengaluru, India | Jun 2025 to Present

Trading-education and market-structure business for Indian retail traders, run solo with AI as the engineering, marketing and operations function: earlier AI tools until February 2026, agentic coding tools for everything since March 2026. Payments live since August 2026; two properties, four SKUs.

- **Engineering estate.** A member commerce platform (Cloudflare Pages Functions, KV, Durable Objects, Google OAuth, Razorpay); a public site on Cloudflare Pages behind Wix DNS, 200 commits. An NSE market-data engine over 87 symbol trees in a five-phase contract-driven pipeline with sha-pinned computation, run daily and weekly by launchd, emitting 15,000+ Pine Script v6 files; "Blocks", a five-horizon market-structure tool over 212 instruments refreshed every morning at 05:30 with a fail-closed publish gate. Two trading workstations carrying 314 and 435 self-tests; a business-costing system that reconciles 2,581 logged hours and tracks AI spend as a cost line.
- **A second live storefront, mylittlelore.com.** Cloudflare Pages site with a PayPal checkout Worker, R2 signed 24-hour delivery links and a KV customer ledger, taking payments since August 2026. A 14-agent audit across 25 aspects fixed a stranded-buyer bug (paid, never reached the download) and about 60 other defects in 12 commits, the same day. Earlier, a one-day launch audit for a family venture, Flippy Tales: full site audit, an Etsy competitor study, a listing rewrite pack and a growth roadmap.
- **Agent organisation.** 90 AI agents and 25 skills across command, engine, platform, growth, compliance and three media lanes, each skill routing with an explicit "not this door" clause; reversible refactors with working undo scripts. 39 project folders each resumable from one progress file by a person or an agent who has never seen it.
- **Marketing organisation.** Twelve named agents with a judgment/mechanics split under one front door; a 12-platform distribution map with UTM attribution and a rule that a missing key never silently skips a platform. A biweekly Platform Pulse in which an agent drives my logged-in Chrome across 13 dashboards read-only and returns a verdict and a docket routed to the owning lane; Brevo lifecycle drafted by agents, sent by me.
- **Media production lines.** Two multi-agent video studios (14 and 17 agents) for shorts and long-form: script gates, scene maps, ElevenLabs voice-over, Hindi subtitle burn-in, 9:16 cuts, film QA before any render. A course studio that built a 72-chapter, 3h16m video course on a written method (backward design, prerequisite graph with no forward references, spiral scheduling, 2 to 3 minute chained videos, two human gates) and a 240-section, about 10-hour AI-voiced course through 21 adversarial verifier passes; five more courses in production.
- **Commercial design.** Three pricing-model iterations in five weeks, each with a dated ruling; a falsifying price test with a pre-declared decision rule. Unit economics verified against Razorpay's published rates; an eight-document B2B playbook with scored buyer ranking, ₹25,000/month pilot terms and IP clauses, held until the compliance position is settled rather than sold into a grey area. A 150-page book on five channels plus an India edition.
- **Decisions under ambiguity.** Fifty-four dated founder rulings across the D and R decision series: retired a ₹1 Cr target in writing for a monthly ladder with signed calibrated odds; defunded five lanes with named unfreeze triggers. Diagnosed the binding constraint as audience, not product, and consolidated to two properties and four SKUs.

Regional Sales Manager, South India | HFCL Ltd

Bengaluru, India | Aug 2024 to May 2025

Opened HFCL's South India enterprise networking business from nothing: no accounts, no partners, no references.

- Closed a deal worth about ₹3 Cr that had stalled eight months on technical objections: built a custom proof of concept with engineering, reframed the business case, and closed it in 45 days. The account became a reference and produced three further opportunities.
- Recruited the national distributors and specialised partners the territory had none of, mapped the target accounts, and won the first enterprise customers direct and through partners.
- Set up a Rapid Demo programme that cut proof-of-concept delivery from weeks to days; introduced MEDDPIC qualification and weekly pipeline reviews.

Ruckus Networks (CommScope)

Bengaluru, India | Apr 2020 to Aug 2024

Joined as a management trainee from TAPMI, designated Inside Sales Representative in the first appraisal cycle, and promoted twice in under four years. Ratings: Exceptional Performance FY2021 (highest band), Highly Commendable FY2022 and FY2023.

Sales Manager, South India (Dec 2023 to Aug 2024) · enterprise territory of 100 focus accounts and 11 key accounts

- Owned the region's largest enterprise cycles end to end, long and multi-stakeholder, from the network team through the CIO and CFO.
- Took Ruckus's AI-driven analytics and cloud subscriptions to market in the region as they launched, among the first to do so, selling devices with subscriptions and support attached.
- Rescued a ₹1.5 Cr hospitality deal the customer had moved to cancel: a cross-functional recovery with engineering, support and installation on daily stakeholder updates. The deal grew 40% and the testimonial won three similar accounts.
- Designed "Champions Circle", a partner incentive programme that lifted partner-sourced pipeline by 60% and was adopted across every Indian region; grew the top partners through joint account plans and a Lunch and Learn series, moving them up to certified and elite status.

Account Manager, Inside Sales (2022 to Nov 2023); Territory Account Manager, South India, added in 2023 · SMB, mid-market and enterprise accounts across South and West India, Sri Lanka and the Maldives

- Closed FY2023 at 120% of annual quota and 180% on the primary line in the expanded Territory Account Manager remit.
- Held Flipkart, Shadowfax, Xpressfeeders, Sun Pharma, Bajaj Auto, Marriott and Asian Paints at 100% retention with 20% territory growth; won 50 new named accounts; grew seven partners' business by 45%.
- Acted as Sales Manager for Karnataka education and government during a vacancy, covered Maharashtra without a field manager, and worked Mumbai partners remotely, all while carrying quota.
- Ran the region's renewal stream alongside new business: support contracts, cloud and analytics subscriptions, with upsell and cross-sell built in.

Inside Sales Representative (Apr 2020 to 2021) · inside sales for South and West India, Sri Lanka and the Maldives

- Closed 272 opportunities worth ₹12.6 Cr (USD 1.71M) in FY2021, individually, and finished the year with a ₹12 Cr pipeline across 28 open deals.
- Signed 17 new partners and took them to ₹67 lakh of run-rate business; trained the newer inside sales reps and SDRs.
- Built the inside-sales renewal process that removed duplicated work and supported a doubling of quarterly renewal revenue in Q2 and Q3.

Software Developer and Team Lead | Steg Technologies

India | Oct 2015 to Jun 2017

- Led a small team building e-commerce sites and mobile games, working directly with client CTOs and CEOs on scope, build and delivery.

Game Developer | iNext Solutions

India | Feb 2015 to Sep 2015

- Led a new four-person Unity3D team and shipped a client's 3D endless-runner on time.

EDUCATION

PGDM, MBA equivalent | TAPMI (T.A. Pai Management Institute)

Manipal, India | 2018 to 2020

B.E. Computer Science | UIET, Panjab University

Chandigarh, India | 2010 to 2014

TRAINING

- Networking sales-engineering training, CommScope University, 2021: Wi-Fi design, proof-of-concept planning, AAA and DPSK authentication, interoperability and APIs, business-outcome selling.

ADDITIONAL

- Bengaluru; open to Delhi NCR and relocation | English, Hindi | Mentor, Make A Difference (MAD), leading 14 volunteers.