Ankit Virmani (ankitvirmani)

L4 / Google Cloud, Sales Engineer I   OKRs   Snippets   2022 Q1

Your rating:

●●●● Superb ⊙

Achievements and projects

👁 What you respond here is visible in the Perf tool to **peers you chose to provide feedback and managers**

1. Greenfield Wins- Business: Home ▬▬▬▬ $1.0 M TCV, Be▬▬▬ $1.9M TCV / $466K ACV

Ankit Virmani (ankitvirmani) • Self • L4 / Google Cloud, Sales Engineer I

Role: Account CE

Summary of my contribution
- Developed strategies to identify new workloads, developed demos and POCs to provide out the value of GCS data stack
- Developed relationships with the customers to serve as their trusted advisor on GCP
- Helped with GCP onboarding, and developed cadence with the GCP product team to resolve the technical deal blockers
- Develped working code and frameworks for Datafusion-Composer ETL pipelines to help expedite HEB's GCP adoption

gthanks for the work on greenfields:
"Technical win leveraging a data platform approach to unlock ▬▬▬▬▬▬▬ as greenfields. Exceptional thought leadership for managing complex BQ workflows and data best practices"

gthanks on ▬▬▬▬
"Ankit, thank you for going above and beyond in support of ▬▬▬ The POC, the tech blockers, the strategy messaging, the relationships that you have built is truly inspiring. Thank you for your leadership, execution, and ultimately a reliable collaborator. Thank you!!!"

Peer assessments (5)   ⌄

Vanessa Grose (████████) Manager • Manager, Google Cloud, Customer Engineer
Familiarity: Somewhat familiar

Anita Rezaei (████████) • Peer • DNU - Google Cloud, Account Manager
Familiarity: Very familiar

Frank Marcano (████████) • Peer • Google Cloud, Field Sales Account Manager
Familiarity: Very familiar   **Role:** FSR

Jeffrey Kwong (████) • Peer • DNU - Google Cloud, Sales Engineer
Familiarity: Somewhat familiar

Rupal Shah (████████) • Peer • Google Cloud, Customer Engineer
Familiarity: Not at all familiar

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2. Stateful Account Wins and Ramp: ██████ Recommit, ████████████ Recommit

Ankit Virmani (ankitvirmani) • Self • L4 / Google Cloud, Sales Engineer I
Role: Account CE

Summary of my contribution
- Helped ██████ resolve their time and business critical technical issues related to Bigquery backend instability
- Helped ██████ adopt Bigquery flex slots- to increase their Bigquery usage and help them with better performance
- Impact: $7.5M TCV / $1.6M ACV recmmit win with Semios

- Helped ████████████ technical team with their overall technical design and ramp
- Developed pricing estimates using customer's exiting technical architecture and created a ramp plan for each service individually to help the customer understand key areas of upcoming growth- this helped with the recommit discussions
- ████████████ signed a recommit with GCP: 2.29 TCV / 425k ACV

Vanessa Grose (⬛⬛⬛⬛⬛⬛⬛) • Manager • Manager, Google Cloud, Customer Engineer
Familiarity: Somewhat familiar

Anita Rezaei (⬛⬛⬛⬛⬛) • Peer • DNU - Google Cloud, Account Manager
Familiarity: Very familiar

Frank Marcano (⬛⬛⬛⬛⬛) • Peer • Google Cloud, Field Sales Account Manager
Familiarity: Very familiar   **Role:** FSR

Jeffrey Kwong (⬛⬛⬛⬛) • Peer • DNU - Google Cloud, Sales Engineer
Familiarity: Somewhat familiar

Rupal Shah (⬛⬛⬛⬛⬛) • Peer • Google Cloud, Customer Engineer
Familiarity: Not at all familiar

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3. 20% Project: Works with Bigquery

Ankit Virmani (ankitvirmani) • Self • L4 / Google Cloud, Sales Engineer I
Role: Team Member/Contributor

Summary of my contribution
Worked with multiple teams to collate and create resuable CE frameworks for Bigquery's ISV compatibility. The tools/ISVs I directly contributed to are:
1. HVR and 2. Trifacta

- Delivered sales enablement content for 8 top partners in late 2021.
- WWBQ was widely regarded as a big success by stakeholders, and was mentioned multiple times by leadership.
- WWBQ v2 is actively being developed to expand the scope, audience, and depth. Its name was changed to **Google Cloud Ready**
- 600+ views from within the CE organization for the materials developed

Peer assessments (5)

Vanessa Grose (⬛⬛⬛⬛⬛⬛⬛⬛) • **Manager** • **Manager, Google Cloud, Customer Engineer**
Familiarity: Somewhat familiar

Anita Rezaei (⬛⬛⬛⬛⬛⬛) • **Peer** • **DNU - Google Cloud, Account Manager**
Familiarity: Somewhat familiar

Frank Marcano (⬛⬛⬛⬛⬛) • **Peer** • **Google Cloud, Field Sales Account Manager**
Familiarity: Very familiar   **Role:** FSR

Jeffrey Kwong (⬛⬛⬛⬛⬛) • **Peer** • **DNU - Google Cloud, Sales Engineer**
Familiarity: Somewhat familiar

Rupal Shah (⬛⬛⬛⬛⬛) • **Peer** • **Google Cloud, Customer Engineer**
Familiarity: Not at all familiar

4. People- Mentoring for Cloud Onboarding | Cloud Champion

Ankit Virmani (ankitvirmani) • **Self** • **L4 / Google Cloud, Sales Engineer I**
Role: Mentor/Speaker

Summary of my contribution
Conducted champion calls with 2 potential candidates: Helped them understand the CE roles and responsibilities to help them feel better w.r.t role cognizance

Faciliated Field Fundamentals CE sessions: CE Onboarding Journey part: Conducted 6 sessions spanning Q4 2021, Q1 2022

Conducted 2 interviews- for potential CEs GCA rounds.

Vanessa Grose (⬛⬛⬛⬛⬛⬛) • Manager • Manager, Google Cloud, Customer Engineer
Familiarity: Somewhat familiar

Anita Rezaei (⬛⬛⬛⬛⬛) • Peer • DNU - Google Cloud, Account Manager
Familiarity: Not at all familiar

Frank Marcano (⬛⬛⬛⬛) • Peer • Google Cloud, Field Sales Account Manager
Familiarity: Very familiar   **Role:** FSR

Jeffrey Kwong (⬛⬛⬛⬛) • Peer • DNU - Google Cloud, Sales Engineer
Familiarity: Not very familiar

Rupal Shah (⬛⬛⬛⬛⬛) • Peer • Google Cloud, Customer Engineer
Familiarity: Not at all familiar

5. Induction into WS1 team- ⬛⬛⬛⬛⬛⬛⬛project

Ankit Virmani (ankitvirmani) • Self • L4 / Google Cloud, Sales Engineer I
Role: Contributor/Helper CE

Summary of my contribution
- Developed python pipelines to move data from GCP's pub/sub to ⬛⬛⬛⬛⬛pub/sub topics- under the given contraints of security and scale
- Developed scalable, schema evolving data pipeline to move data from GCP's QPX pub/sub topics to Bigquery for analytics and business decision making

Peer assessments (5)   ⌄

Vanessa Grose (⬛⬛⬛⬛⬛⬛) • Manager • Manager, Google Cloud, Customer Engineer

Familiarity: Very familiar

Anita Rezaei (~~████~~) • Peer • DNU - Google Cloud, Account Manager
Familiarity: Not very familiar

Frank Marcano (~~████~~) • Peer • Google Cloud, Field Sales Account Manager
Familiarity: Somewhat familiar   **Role:** FSR

Jeffrey Kwong (~~████~~) • Peer • DNU - Google Cloud, Sales Engineer
Familiarity: Not very familiar

Rupal Shah (~~████~~) • Peer • Google Cloud, Customer Engineer
Familiarity: Very familiar   **Role:** Customer Engineer for Alaska Airlines

6. Technical Proficiency and GCP community contribution

Ankit Virmani (ankitvirmani) • Self • L4 / Google Cloud, Sales Engineer I

Summary of my contribution

Technical Proficiency: Submitted the documentation for CE L300 proficiency for Data and Analytics

Community Contribution Mention: Worked with a solutions architect to help refine GCP's DLP solution with Dataflow. This solution has been used across multiple customers- Bold Commerce being one of those:

"This reference guide was inspired during my work with a Canadian customer on improving their data governance practices including data inspection, tagging, tokenization and re-identification.
[Ankit Virmani](#) helped build the customer and partner connections, and we worked through to deliver a good solution"

Peer assessments (5)   ⌄

Vanessa Grose (~~████~~) • Manager • Manager, Google Cloud, Customer Engineer
Familiarity: Somewhat familiar

Anita Rezaei ⬛⬛⬛⬛⬛ • Peer • DNU - Google Cloud, Account Manager

Familiarity: Not very familiar

Frank Marcano ⬛⬛⬛⬛⬛ • Peer • Google Cloud, Field Sales Account Manager

Familiarity: Very familiar   Role: FSR

Jeffrey Kwong ⬛⬛⬛⬛ • Peer • DNU - Google Cloud, Sales Engineer

Familiarity: Not very familiar

Rupal Shah ⬛⬛⬛⬛ • Peer • Google Cloud, Customer Engineer

Familiarity: Not at all familiar

Developmental feedback

What's one thing you do really well that you plan to continue doing?

Writing tips.

Ankit Virmani ⬛⬛⬛⬛⬛ Self • L4 / Google Cloud, Sales Engineer I

1. I have started approaching customers with preemptive use cases that might align with their industry rather than wait for them to tell me their problems. This helps with 1. Identifying newer workloads, 2. Develop customer trust

I would like to continue this practice as this helps me develop confidence with the customer, while generate new streams of business with the customers. We've been able to successfully replicate this practice across HEB and Benevity!

Vanessa Grose ⬛⬛⬛⬛⬛ • Manager • Manager, Google Cloud, Customer Engineer

I appreciate the energy and fire that Ankit brings to greenfield pursuits. He is very focused on building workload strategies for his aligned territory, and I anticipate this work paying dividends in future periods. Critical. Thank you and please keep it up!

Anita Rezaei ⬛⬛⬛⬛⬛ • Peer • DNU - Google Cloud, Account Manager

Ankit was my go-to person and first point of contact for any technical questions in that last 18 months. He was able to break down technical issues and always advocate for my customers internally. ███████ engineering team truly saw Ankit as an extension of their team and valued his advice on their roadmap development. As an example, the VP of Engineering sent me the description of a TAM and asked the difference between a TAM and Ankit as he couldn't see difference. His work was so appreciated and one of the major reason that ███████ migrated 90% of their AWS workload to GCP in 2021 resulting in 60% growth in B2.

In my previous Perf review, I suggested that Ankit should direct his questions to address business needs of the client and learn more about the impact that the technology is having on their overall success. Throughout the last six months, I truly saw a difference in how Ankit approached customers' requests and ensured that all asks had a business reason. I think this is an area that Ankit really focused on and was able to make significant improvements as a CE.

I'm excited to see what Ankit will achieve with a focus on his accounts in 2022. I hope to work with him again in the near future.

Frank Marcano ████████ • Peer • Google Cloud, Field Sales Account Manager

Ankit embodies the image of a Googler that continually thinks 10x and knows how to execute. I've been so fortunate to have worked with Ankit since I've started at Google and there is a sense of comfort knowing that anything that is asked of Ankit, he delivers beyond everytime.

Ankit takes the complex and painful and turns it into wisdom and results providing immediate credibility befitting an enterprise sales team here at Google.

It has been in my experience very difficult and time consuming to get a hold of PMs at GCP with so many pre and post sale asks, yet there has been a constant trend with Ankit. When he reaches out to PM and industry resources, they respond quickly and on time because he is immediately able to triage and provide the PM team with a strong and concise ask.

His prowess in data competes is unrivaled. Ankit shook out Snowflake & Databricks in a W2W MSFT shop during our ████████████ $1.5 MM TCV BQ+ Looker cycle. GCP + Looker + DataFusion + Cloud Composer at a Canadian bank. That's the Ankit differentiator.

Heather Cameron Smith (████████████) • Peer • Google Cloud, Product Sales Account Manager

Ankit demonstrated exceptional skills as CE and as a leader for the FSRs in Canada. Ankit was dedicated to his teammates and his customers and drove collaboration, innovation and strategy within accounts to ensure success. Ankit is always available and initiating communication, collaboration and strategizing on the best pursuits to win and influence customers. Ankit is also very humble and honest which allows for open communication and learning for FSRs. This is a very important trait to success as Ankit respects the Sales strategy and is open to learning alongside his FSR. This builds trust and collaboration and a stronger working relationship to win accounts as a team. Ankit was an amazing CE and I enjoyed working with him immensely!

Jeffrey Kwong ████████ • Peer • DNU - Google Cloud, Sales Engineer

Ankit is always sincere in his efforts toward customers and always does what is best for them. Some customers ████████ contact Ankit directly on WhatsApp because they trust him so much. Ankit also has some pretty unique opinions and perspectives so it is always great to get his thoughts on random things, he is always open to learning and discussion on any topic.

Rupal Shah (████████) • Peer • Google Cloud, Customer Engineer

Ankit likes getting his hands dirty with tools. He builds customer solutions clubbing in multiple GCP tools, documents them out and provides feedback to product teams. Definitely continue doing this.

What's one thing you plan to do to have more impact?

👁 What you respond here is visible in the Perf tool to **managers**

Writing tips.

Ankit Virmani (ankitvirmani) • Self • L4 / Google Cloud, Sales Engineer I
1. Development of more hands on POCs preemptively to prepare for data architecture discussions: I'd like to practise a more hands on approach to talking with greenfield customers and engage with them on POCs right from the beginning to have better engagement.

2. Partner Engagement: I'd like to develop a more strategic approach toward involving partners during the customer lifecycle. I'd like to work on getting them more excited and engaging them in pre-sales activities, yet being customer's advocate on right scoping and excellent delivery.

Vanessa Grose (⬛⬛⬛⬛⬛⬛) • Manager • Manager, Google Cloud, Customer Engineer
Take assets and experiences from customer engagements and share them more broadly. This is already happening in pockets, which is great to see. Think larger scope -- sharing learnings across West or NorthAm; publishing demo assets from customers for global reuse. Builds up the community -- and your confidence!

Anita Rezaei ⬛⬛⬛⬛⬛• Peer • DNU - Google Cloud, Account Manager
My only recommendation is to continue to ask the uncomfortable questions from the AE and the customers until you have a full understanding of the customer's workflow. Come to the AE with recommendations on different GCP solutions that can solve customer problems that they might not be aware of. Remember that the AE is thinking of the big pictures and they might miss smaller workloads or solutions.

Frank Marcano (⬛⬛⬛⬛⬛) • Peer • Google Cloud, Field Sales Account Manager
Couldn't ask any more of Ankit. He's over performing but perhaps pushing back to non strategic clients to use support options more

Heather Cameron Smith ⬛⬛⬛⬛⬛⬛) • Peer • Google Cloud, Product Sales Account Manager
Ankit could improve on his self confidence :) Although this trait may contribute to his collaboration efforts, he should be very proud and happy with his performance and abilities!

Jeffrey Kwong ⬛⬛⬛⬛) • Peer • DNU - Google Cloud, Sales Engineer

Ankit can build on his efforts with customers and focus on the People pillar during this cycle, which is to help mentor others. In Ankit's new team he can show thought leadership on how to help others with their approach on customers and build trust quickly like he has done with his previou customers in Corp Canada.

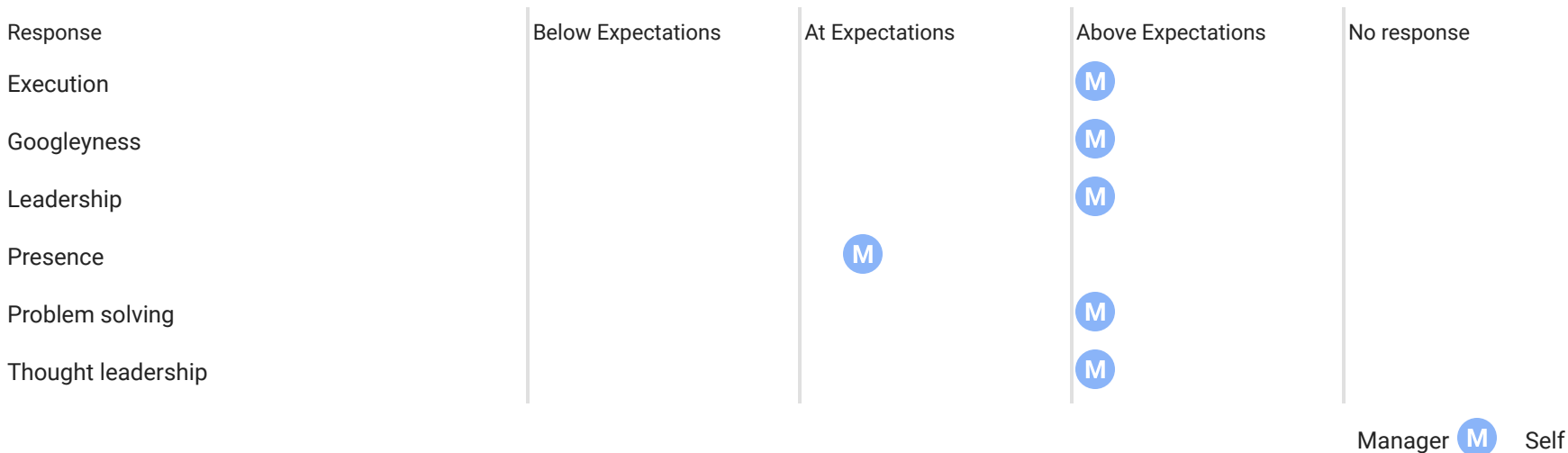**Rupal Shah (███████)** • **Peer** • **Google Cloud, Customer Engineer**
No doubt Ankit has in-depth skills in DA products, both on GCP and partner solutions. Share insights, learnings and solutions with the wider team and use the experience to create strategic plans for the territory.

Additional feedback

Indicate how often you demonstrated these attributes over the last review period. See GBO attributes for details.

👁 What you respond here is visible in the Perf tool to **managers**

Note: This summary report shows your self-assessment and manager's assessment.

Response	Below Expectations	At Expectations	Above Expectations	No response
Execution			M	
Googleyness			M	
Leadership			M	
Presence		M		
Problem solving			M	
Thought leadership			M	

Manager M Self

[Manager] Overall how has Ankit performed in their role since their last review?
[Peers] [Optional] Do you have any additional comments about Ankit's performance?

👁 What you respond here is visible in the Perf tool to **Ankit and managers**

Summarize Ankit's performance based on your interactions. Writing tips.

Vanessa Grose (vanessagrose) • **Manager** • **Manager, Google Cloud, Customer Engineer**
Role Data Analytics CE, Corp Canada and WS1
Aligned territory:
2021: Lead CE for ██ Bold Labs, Tutela Vend ████ (Corp Canada)
2022: Lead CE with ████████ Topp (████field territory with ████, Blue Nile, ████████ Conversion etc.), ████ful CE with ████ill ██ (████w, ██
████████████)

20% Project: Works with BigQuery (WWBQ), working with cross-functional teams to create reusable CE frameworks for BQ ISV compatibility

Key accomplishments

TL;DR:

- Led the technical strategy and technical win for Greenfield (HomeEquity Bank, Benevity, Earls), getting meters spinning at HEB and Benevity for the first time, securing 3.5M in new commit signings; presented the HEB win on [Q4 NorthAm CE All Hands](#)
- At existing spenders, supported aggressive ramp and new data workloads (Semios, growing 59% YoY; ConversationHealth, growing 639% YoY), resulting in ~10M TCV in commit renewals
- Worked with an SA to refine GCP's DLP solution with Dataflow (helped build the customer and partner connections), which has been used with customers globally (e.g., Bold Commerce, Semios, HEB, Globe Telecom); reference architecture [available externally here](#); source code [available on GitHub](#)
- Contributed to Works with BigQuery as a 20% project, building reusable CE frameworks for BQ's ISV compatibility (HVR, Trifacta); delivered sales enablement for 8 top partners in Q4; 600+ views from the global CE organization for the materials developed
- First CE in Western States to submit L300 packet; leading the Western States workstream (with Christina Primeau) to prepare other CEs for successful completion of Challenge Labs

Business:

Attainment:
B1: 221% (110M / 49.8M)
B2: 109% (61.6M / 56.3M)
Individual impact:
As Lead CE, delivered:
- 11.5M B1 in aligned accounts throughout 2021, 23% of FY cluster B1 target (10M in Q4)
- 9.56M in aligned accounts throughout 2021, 17% of FY cluster B2 target
- Rapid YoY revenue growth across many accounts, including Semios (59%, +612K), ConversationHealth (639%, +320K), Bold Labs (86%, +625K), Earls (17%, +25K)

- For Semios, resolved business critical BQ backend instability issues and supported flex slots implementation to grow BQ consumption and improve performance, leading to 7.5M / 5 recommit
- For ConversationHealth, developed pricing estimates based on customer's existing technical architecture, built ramp plan for each service to help customer understand growth, leading to 2.3M / 5 (Note: This was the second commit for ConversationHealth in 2021, having won 995K / 3 in April 2021)

Customer:

- For Home Equity Bank (HEB), managed technical account strategy, designed data architecture (Data Fusion + Looker + Cloud Data Catalog), delivered tech win for complex data workflows, supported GCP onboarding / resolved technical deal blockers, grew from zero spender to achieve a 1M / 3 first commit with – became true trusted technical advisor
- For Benevity, developed end to end data strategy for a multi-cloud (AWS and GCP) data platform using BigQuery and Looker, did multiple POCs on AI/ML and developed customer's confidence in GCP as a multi-cloud partner, leading to a 1.9M / 4 years ACV which includes a burndown of Looker for 1.75M TCV / 4 years ACV greenfield commit

- For Earls, developed data migration framework using Dataproc and Composer, worked with the partner (Bitstrapped) to manage and deliver this data migration, leading to a 480K / 3 greenfield commit
- Code contributor for Flight Search Data Signals product for Alaska Airlines (python pipelines to move data from GCP's Pub/Sub to Alaska's Pub/Sub; scalable schema for data pipeline to move data from GCP's QPX Pub/Sub to BQ for analytics and business decision-making), providing crucial differentiator for Alaska's upcoming 25M / 5 commit

People:

- Supported hiring by conducting 2 interviews and hosting 2 Champion Calls
- Facilitated six Field Fundamentals CE sessions on the [CE Onboarding Journey](#) (dealing with imposter syndrome, aligning with specialty, pursuing certs) as a part of Cloud Noogler Orientation (NorthAm Level)
- First CE in Western States to submit L300 packet; leading the Western States workstream (with Christina Primeau) to prepare other CEs for successful completion of Challenge Labs

Exceptional Impact:

- Presented HEB customer win at [Q4 NorthAm CE All Hands](#)
- Worked with an SA to refine GCP's DLP solution with Dataflow (helped build the customer and partner connections), which has been used with customers globally (e.g., Bold Commerce, Semios, HEB, multiple JAPAC customers- Globe Telecom); reference architecture [available externally here](#); source code [available on GitHub](#)
- Contributed to Works with BigQuery as a 20% project, building reusable CE frameworks for BQ's ISV compatibility (HVR, Trifacta); delivered sales enablement for 8 top partners in Q4; 600+ views from the global CE organization for the materials developed

How:

gthanks for the work on Greenfields:
"Technical win leveraging a data platform approach to unlock Earls, Benevity and HEB as greenfields. Exceptional **thought leadership** for managing complex BQ workflows and data best practices"

gthanks on HEB:
"Ankit, thank you for going above and beyond in support of HEB. The POC, the tech blockers, the strategy messaging, the relationships that you have built is truly inspiring. Thank you for your **leadership**, **execution**, and ultimately a reliable collaborator. Thank you!!!"

Ankit delivered significantly outsized impact for his level across all dimensions (business, customer, people), including an outsized impact to signings and revenue that includes key greenfield wins, NorthAm-level contributions to team-building and thought leadership, and global-level contributions to architectures in both the DLP solution for Dataflow and the WWBQ project.

Ankit had a phenomenal period, and I am happy to recognize him with a Superb rating this cycle. Thank you, Ankit, for all you do. I am so glad to have you as a part of our WS1 team!

Frank Marcano (fmarcano) · Peer · Google Cloud, Field Sales Account Manager
Benchmark for top CE's at Google

Jeffrey Kwong (jkwng) · Peer · DNU - Google Cloud, Sales Engineer
Ankit will be missed in Corp Canada and is a unique individual that really contributed to our team culture. I hope in his new team that he will be allowed to be himself!