

CHERYL BLOSSOM

C-level Sales Executive

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San Diego, US

SUMMARY

25+ years experienced business leader armed with an ability to set up new businesses, conduct sales, develop alliances, manage client relationships & lead teams in multiple domains including Instrumentation, Multimedia Software & Telecommunications. Possesses diverse experience of working with established multi-million dollar brands as well as start-ups. Brings in a unique combination of sales experience, deep understanding of technology and full product ownership. Has demonstrated the capability of launching businesses from scratch & scaling them swiftly. Adept at forging partnerships & developing client relationships to achieve strategic benefits. Smoothly handles complex negotiations to ensure the organization's profitability. Provides direction, leadership & motivation to ensure that teams perform to the best of their abilities & deliver consistently.

KEY SKILLS

• Business Transformation • Alliances & Partnerships • Solutions & Product Sales
• Sales & Marketing • Technology
• Team Management • Product Ownership • Brand Management • Government Business • Innovation & Growth
• Organizational Leadership • P&L Management • Liaison & Coordination

PROFESSIONAL EXPERIENCE

M/s Adino Telecom Limited

COO

San Diego, US

Aug '15 - Present

Offers business solutions in System Integration, Storage Solutions, Networking Solutions, Two Way Radio Solutions & LED Lighting Solutions.

COO | Dec '15 - Present

- **Led a team of 45** including 3 in Sales & Pre-Sales, 10 Technical Managers, 22 Technicians & others in HR, Accounts, Logistics & Purchase
- Established channel Business with **26+ channel partners** & a **top line** of **USD 300 million** by leading the product training & liaising with Dealers
- Negotiated with iCom **OEM** to win distribution rights, established procedures & managed marketing & launch for the **Walkie Talkie**

Business Transformation

- Revamped legacy business by **recovering USD 2M** dues & achieved **USD 0.7M growth** in services business by driving **technology decisions**
- Transformed AMC from equipment to performance specific, & replaced the existing OEMs product by a cheaper product to lower costs
- Achieved 2 years' contract extension from the **govt. of CA** to secure additional **service revenue** worth **USD 8M+**

P&L Management

- Achieved **67% growth** in the **top line** & **7%** in **PBT II** for the new business by establishing/reviving the following business segments:
 - Transactional **cash business**: ICOM distribution; Projects: ICOM, Microwave direct bids; **New growth**: Dial 100 & RoIP solutions

Partnerships & Alliances

- **Partnered** with **Trinity** Mobility Solutions to become an SI for building modern Police Control Rooms & bagged **projects** worth **USD 16 million**
- Forged **partnership** with **ICOM Japan** to revive the walkie talkie distribution business & generate **revenue** worth **USD 4 million**

Growth Initiatives & Leadership

- Established a Solutions Business & bagged 6 **projects** worth **USD 2M**
- Managed recruitment, training & **skill building** for 2 Sales & 7 Pre-Sales personnel to handle Digital Comm. & Dial 100 Solutions business
- Successfully commissioned 5 control rooms & a robust digital communications system for Mexico's longest tunnel
- Managed the Accounts Team, **hired 13+ Engineers** & mentored two level-1 employees to become level 3 & level 5 leaders

Business Head – 2 Way Radio & VP – Projects | Mar '15 – Nov '15

- Revived closed Radio business by selling old inventory; partnered with **ICOM Japan** as their India Distributor to **achieve 120% YoY growth**
- Initiated **Channel business** by on boarding **11+ partners** & conducted detailed **training** session for partners & the community
- Established the **new division from scratch** by recruiting 6 in Sales & pre-Sales & 12 in Service teams
- Forged **partnerships** for Dial 100 Control Systems & won prestigious orders

M/s Arya Communications & Electronics Services Pvt Ltd (Motorola)

Product Head & General Manager

San Diego, US

Apr '12 - Sep '14