

# CHERYL BLOSSOM

## C-level Sales Executive

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Location 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

Timeline Aug '15 - Present

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

Role 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

Timeline Apr '12 - Sep '14