

Akash Gopinathan Pillai

Enterprise IT Sales And Business Partnership (Global)

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I hold a postgraduate degree in Engineering and has over 12 years of extensive work experience across Sales Hunting, Mining, and Farming with Enterprise Accounts, SMEs and Key Partners. Throughout my career journey, I've engaged in diverse roles encompassing B2C/B2B Sales, Key Account Management, Strategic Marketing, Market and Data Analysis, Lead Generation, Market Penetration, Business Solution Consulting, and Strategic Business Relations.

Over a decade-plus span, I've successfully sold a range of tailored business applications utilizing LAMP, MEAN, ASP.Net, Java, and Python. My expertise extends to custom enterprise solutions, Industry-Specific Solutions, ERP Solutions, Microsoft products/solutions, RPA and Cloud Solutions.

Presently, I am engaged in a strategic business role helping Global Enterprises in their Digital Aspirations and expansion of their digital footprint across the organization with Modern Workplace Solutions and ERP.



Skills

Business Development:

Enterprise and SME IT Sales (Hunting, Farming and Mining)

Account Based Marketing and Account Based Selling Expert

Proposal creation, F2F Meeting and Product Demonstration

Management of Inside Sales and Marketing

Sales Strategy, New market penetration and Sales Operations

RFP management

Cold Calling, LinkedIn Pitch and Cold Email Expert

Solution and Product Selling Expertise:

Microsoft Solutions and Products

Azure and AWS Solutions

Custom Solution/Product Sales- MEAN, MERN, ASP.Net, Python Java

Workplace Automation using Microsoft and SAP

Platform Sales:

Ecommerce, On Demand, Ed Tech, Content Platform, social media and BFSI

Peripheral ERP Platform Sales Experience

ERP, Microsoft Products and Cloud Sales:

SAP Business One and SAP S/4Hana, ECC Sales Expertise

Microsoft Modern Workplace Solutions using Power Platform

Robotic Process Automation using Power Automate

Business Intelligent Solutions using Azure AI Builder

Cloud Services using Azure and AWS

DevSecOps Sales



Work History

2017-11 -
Current

Manager-Global Alliances (Enterprise IT Sales)

CCS Technologies, Kochi, Kerala

Job Description

(ERP Solutions, Enterprise Business Solutions, Cloud Solutions
(Including AI/ML) and Custom Microsoft Solutions)

Sales Hunting-

- Managing, training, and supervising inside sales team for outbound approach
- Giving demo, customer presentation, understanding requirement, solution presentation, Online and F2F sales meetings, Presales, proposal creation, conversion, and customer grievance management
- Hunting new leads from existing contacts, references, and business media.
- Conducting workshops, seminars, and business meetings during events.
- Sales conversion through strategic marketing and inbound leads.
- Implementation of Account Based Selling Strategy
- Networking, contact info mining and Referral Strategy
- Account Based Selling

Sales Farming/Mining Role-

- Account mining from existing customers, references, and business leads.
- Understanding customer business and operational process. Finding business opportunity by consulting solutions to the identified business or operational loopholes saving cost and time to the customer.
- Maintaining customer relationship, by addressing customer grievances, ensuring timely delivery, and post implementation support.
- Expanding business through customer references and B2B networking.
- Account Based Selling and Account Based marketing.

Sales Operations-

- Customer invoice generation and collection as per SoW timeline.
- Weekly and Monthly sales presentation
- Sales Strategy and yearly planning.
- Inside Sales strategy and planning.
- Learning and Implementing ABM and ABS for enterprise companies.

Achievements

- Multiple customer acquisitions in ERP Solution from North and South America.
- Closed Deal with one of Largest Airlines in the World.
- Achieved Logos of well reputed Global Enterprises

- Closed largest deal of size USD 500,000 with one of the Oil and Gas EPCMs
- New business closures worth 2 million USD per year. Avg Deal Size 250,000 USD.
- Won deal with Mauritian Bank for DevSecOps Implementation
- Won deals with BFSI in Singapore, ME for RPA
- Won Deal with multiple Enterprises in ME, US and Europe for Custom Solutions and MS Platforms.
- Working with Global Enterprises and Governments for their Digital Expansion.
- Established proper process with tracking in S&M with buckets into suspect list, lead generation, prospects, and closures.
- Established Inside sales process with multiple Lead Generation tactics and methods.
- Established Strategic digital marketing with effective marketing collaterals and responses.
- Incorporated CCS business cases into strategic responses
- Increased SAP International footprint by acquisition of new business and revenue increase in SAP international by 300%
- Signed a new deal for one of the largest enterprise customers in CCS history of 40 years with an annual turnover of 2 billion USD.
- Implemented Strategic marketing for hunting process for enterprise accounts.
- Established new market approach for CCS services. More industry specific approach than generic.
- Connected with more than 25+ partners across the Globe.
- Lead generation increased by 200%.
- New database and market analysis created for targeted approach.
- Established proper presales and proposal process in CCS
- Implemented Proper CRM Management and OKRs for Sales
- CCS expanded globally with offices in US and Middle East.
- Revenue collection increased by 200%.
- Acquired more than 100 clients globally.

2016-10 -
2017-11

Business Development Manager

Cubet Technolabs, Kochi, Kerala

Roles and Responsibility-

- Business Development, Presales and Consulting.
- New Business Acquisition and Lead Generation Management
- Account Management, Customer relation and account mining
- Marketing Support and Strategy.
- New Business in SME segment and Start Ups
- Marketing Campaigns
- Market Approach with Strategic Marketing
- New Business establishment in LAMP, MEAN Stack
- Sales Process in USA, Scandinavia and Australia.
- DB Management, Demo and Presentations of Cubet Tech Capabilities
- Consulting business solutions, B2B/B2C app features at functional level, dictating requirement to UI Designer and PM for demo of solution, Proposal management/creation and deal closure.
- Invoice generation, collection of payments and post-sales support.

Achievements

- New Business from Europe, USA, and Canada.
- Revenue of \$500,000 USD in 7 Months
- New accounts with Start Ups, NGOs, and Government.
- Marketing efforts increased by 300%
- New Sales increased by 200%

- Strategic marketing led to new inbound leads
- Induction of new technologies and overall improved inside sales process
- Sales Process in USA, Scandinavia and Australia well established in 6 months.
- Conducted multiple demos, solution consulting and presales to new customers.

2015-09 -
2016-09

AM International Business Development & Consulting

Business Access India, Mumbai, Maharashtra

Roles and Responsibilities

- Establish new business from Europe in India
- Market research and Analysis
- Country Manager performance evaluation
- Due diligence and Business Acquisition Process
- Business development support
- Market penetration, competitor analysis and branding
- Acquire new business in Europe for Business Access
- Certification and legal support services to clients
- Business Consulting
- Organizing events for Clients

Achievements

- Established 4 new business in India
- 10 Extensive market research report provided with 80% offline and 20% online content.
- 5 Due-diligence report submitted.
- Extensive competitor analysis report submitted which helped client company to start their own vehicle manufacturing in India with high demand in Indian market.
- Controlled Country Manager process and managed to achieve sales 2 times compared to previous 5 years.
- Established new sales for one of the clients increased their Indian revenue by 60%.
- Business Consulting with competitor analysis, market penetration strategy and branding improved overall business of a client by 40%.
- Increased overall company revenue by 30%
- 6 New international business for Business Access.

2011-12 -
2015-09

Sales and Marketing Consultant (Partner)

Absoluto Designs LLP, Bangalore, Karnataka

Start Up Experience- (Business Consulting)

Roles and Responsibilities

- Business Development, Presales and Consulting.
- New Business Acquisition and Lead Generation Management
- Account Mining
- Marketing Support and Strategy.
- New Business in SME segment and Start Ups
- Marketing Campaigns
- Market Approach with Strategic Marketing
- New Business establishment in Lamp Stack
- Sales Process in North America, Europe and Australia. DB Management, Demo and Presentations

Achievements

- 100+ New business and 400+ new enquiries.
- Annual Revenue growth 0 to 2 Million USD per year.
- Started new practice in LAMP Stack, cloud and infra solutions.
- 10+ New partners acquired.
- Learned and implemented Strategic marketing, market study and analysis for Enterprise IT.
- Learned and implemented IT Sales strategic approach.
- Strategic client communication, solution presentation and requirement analysis.
- Proposal creation, project management and closures.
- Started Sales process from Scratch.
- Established the start up by stable revenue business from multiple long-term engagements.
- Established proper process with tracking in S&M with buckets into suspect list, lead generation, prospects and closures.
- Established Inside sales process with multiple Lead Generation tactics and methods
- Established Strategic digital marketing with effective marketing collaterals and responses

2011-05 -
2014-06

Business Plan Manager

Gaya-3, Kollam, Kerala

Roles and Responsibility

- Business Planning and Development.
- Marketing, Market Analysis and strategy.
- Inside Sales Management.
- Business Establishment Support to Start Ups
- B2B Sales Management
- Database Collection and Business Strategy

Achievements

- Closed deals worth INR 1.5 Cr for a crane manufacturing start-up
- IT products worth INR 25 Lakhs sold to different companies in South India
- Digital Marketing strategy helped an electronics distribution company to increase their sales by 40%.
- Best employee award winner for achieving 250% of Sales target.
- Helped establishing 7 Start-ups.
- Increased overall company revenue by 50%
- Implemented KPI in different departments and company processes.
- Learned competitive selling and using available resources in the best possible way.



Education

Master of Technology: Power And Energy

Amrita Vishwa Vidyapeetham – Amritapuri- 2014

Bachelor of Technology: Electrical And Electronics Engineering

Mar Baselios Christian College of Engineering – Peermade-2011

AISSE: Science And Mathematics

St Gregorios Senior Secondary School - Chengannur

AISSE: AISSE

Kendriya Vidyalaya - Varangaon



Certifications

2013-01	Wind Energy Certification _IEEE
2011-01	V Guard Project Certification
2009-01	Ministry of Defense Certification



Languages

English	<div><div></div></div>	Excellent
Hindi	<div><div></div></div>	Excellent
Malayalam	<div><div></div></div>	Excellent
Marathi	<div><div></div><div></div></div>	Good