**Santhosh HP**

santhoshhp\_cmr@yahoo.co.in +91 9620185103

MBA Professional with 3+ Years of Experience in Marketing, Purchase , Business Development, Client Management,Inside Sales, Channel Sales.

**OBJECTIVES**

I would deliver quality performance to the Organization I work for, by applying all the knowledge and skill set, which would help me in climbing up the career ladder and taking the company towards the path of ultimate success and reach the zenith.

**SUMMARY & SKILLS**

* Around 3+ Years of MBA Experience in Market Research, Inside Sales.
* Experience in developing marketing collaterals. Wide usage of LinkedIn, Twitter for marketing reasons.
* Research on various verticals such as Telecom, Automotive, Healthcare.
* Experience in selling Saas , BI, ERP , Mobility solutions, Hardware etc.
* Created content for Marketing Collaterals.
* Worked on Developing Brochures, case studies, whitepapers, PPT’s, Demos etc.
* Interact with Delivery, Vendor Team, Technical Practice Teams; SME’s to cater to the timely response of Purchase Order, RFP’s, RFI’s, and RFQ’s.
* Content Designing for Collaterals.
* Extensively worked on successfully generating new clients as a part of Sales Initiative.
* Experience in Market Research, Front end Sales & Client Relationship.
* Quick learner, Good Analytical Skills with a blend of both Sales & Vendor Operations.

**EXPERIENCE**

* **Company Name : DELL INDIA PVT LTD**

Working as Inside Sales Account Manager

Duration: April 1st 2013 – Apr’14.

[www.dell.com](http://www.dell.com/)

Roles:

* Making Quotations for all Dell Products.
* Client Account Relationship with Accounts Assigned.
* Calling .
* Promoting sales on all products(Enterprise, Client Peripherals’,APOS & Services)
* Solution Framing.
* Working closely with the regional sales manager & Director on closures of Deals/Bids.
* Negotiation on deals, Bids & Run Rate Business
* Experience in selling Enterprise & Storage Group.
* Experience in selling Client devices.
* Supply Chain processes.
* Pricing & Negotiation with the internal pricing teams to close on requirements.
* Customer Relationship Management.
* **Company Name : CIBER Inc**

Working as Executive – Sales/Account Management

Duration: October 2010- March 2013.

[www.ciber.com](http://www.ciber.com/)

Ciber, Inc. is a global [information technology consulting](http://en.wikipedia.org/wiki/Information_technology_consulting), services and [outsourcing](http://en.wikipedia.org/wiki/Outsourcing) company with commercial and government clients. Services include application development and management, [ERP](http://en.wikipedia.org/wiki/Enterprise_resource_planning) implementation, change management, [project management](http://en.wikipedia.org/wiki/Project_management), [systems integration](http://en.wikipedia.org/wiki/Systems_integration), [infrastructure management](http://en.wikipedia.org/w/index.php?title=Infrastructure_management&action=edit&redlink=1) and [end-user computing](http://en.wikipedia.org/wiki/End-user_computing), as well as strategic business and technology consulting.

Roles:

* Experience in Inside Sales, Account Management.
* Worked on Business Analytics using marketing tools to provide Dashboard for Higher Management related to Sales/Vendor Operations.
* Campaign Creation & Marketing using media support like Blogs, Twitter & LinkedIn.
* Worked on Developing Brochures, case studies, whitepapers, PPT’s, Demos etc.
* Experience in Customer Relationship Management for existing clients, which includes catering to their requirements by analyzing the fulfillment pattern.
* Worked on Purchase Orders, Contract Orders etc that caters to the day to day Requirements.
* Integrally as a part of a Sales Team, generated new Accounts, Client Relationship & Analyze Client Needs.
* Worked on Bid closures for various projects related to Solutions on Embedded & Communications, Microsoft Practice, ERP, and Testing Practices.
* Developed Marketing Content & Sales Collaterals including PPT’s & Supporting Documents.
* Worked closely with Cross Functional Teams such as Delivery, Technical Practice Teams, SME’s to cater to the timely response of RFP’s, RFI’s, and RFQ’s.
* Attended Events & Trade Shows.
* Proactively assisted Delivery team by interacting with Vendors in catering to the needs of the Customer.

Achievements:

* Won Best Performer Award (White Knight for Customer Delight & Achieving Quality Performance) 2012.
* **Company Name: ASL Advanced Systems (TATA Power).**

Established in 1992, ASL Advanced Systems Private Limited (ASL) was promoted by the TATA Group companies as a technology focused Company, to work in the areas of advanced systems and technologies, in particular covering hardware, embedded software, and application software for positioning, identification and communication applications. ASL’s Vision, Mission and Quality Statement are carved to reflect these aspirations.

Worked as Business Development Consultant Trainee for a period of 2 months from January 2010 to March 2010.

Roles:

* Cold Calling and Demand Generation Activities for the sales of GPS Vehicle Tracking Systems developed by ASL.
* Vendor Analysis report for GPS Vehicle Tracking System.
* Market Research and generated a Pilot report for the Feasibility of Vehicle Tracking Systems on Ready Mix Concrete Trucks.

**EDUCATION**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **COURSE** | **BOARD / UNIVERSITY** | **SCHOOL / COLLEGE** | **YEAR OF PASSING** | **AGGREGATE % OF MARKS** |
| **MBA/PGDM (MBA)MARKETING,FINANCE,HR( Super Spec)** | IIPM (IMI) | Indian Institute Of Planning  And Management  Bangalore-560 034 | 2010 | 75% |
| **BACHELOR OF ENGINEERING**  **(Electronics and Communication)** | VTU, Belgaum  (Karnataka) | CMR Institute Of Technology  Bangalore-560 037 | 2008 | 69.11% ( unv) ) |
| **2nd PUC (PCMB)** | PU Board, Karnataka | National Junior College,  Bangalore – 560 043 | 2004 | 78.33% |
| **10th** | State Board, Karnataka | Maxwell Public School,  Bangalore-560 043 | 2002 | 84.00% |

**Projects carried out during MBA**:

* Rural opportunity and Threat analysis for buying behaviors of rural population and related market issues.
* Vendor Analysis Report for Buying of Software Products from Technical Vendors.
* Developed Business plan for selling of IT products through merchandising.
* Purchase Operations work flow for staple food (Rice) in a retail scenario.
* Buying Behavior study of Customers in FMCG Companies.
* Survey for management information in decision making for segmentation, targeting and positioning of Products in Retail sector.

**Project carried out during Engineering:**

**At Texas Instruments:**

* Building a low power, low cost microcontroller based graphics display system for generic API’s, using Serial Peripheral Interface.

Was placed in INFOSYS Mysore as a software engineer.

**Areas of Interest**: Infrastructure Development, Business Development, Marketing, Strategic Planning, Corporate Marketing, Brand Management, Product Management/ Marketing, Professional Networking, Relationship Management, Business Analyst.

**COMPUTER SKILLS: MS Office, Excel, C Language, Networking, Microprocessors.**

**SOFT SKILLS:**

* Good communication skills, ability to learn more.
* Self confidence.
* Competitive and core competent.
* Leadership skills and practical approach.

**HOBBIES:**

* Playing chess, cricket.
* Solving puzzles.
* Listening to music

**EXTRACURRICULAR ACTIVIES:**

* Took part in all the activities in college fests.
* Played intra-college cricket and volley ball.
* Actively took part in carom board competitions.

**PERSONAL DETAILS:**

Date of birth: May 24th 1987.

Languages known: English, Kannada, Telugu, Hindi.

Father’s name: Mr. Parashuram H N.

Mother’s name: Mrs. Usha Rani B N.

Marital status**:** Married.