



A versatile professional with 17 years of experience in Sales & Marketing, Business Development, Competitor Evaluation, Redistribution, Profitability, Brand Management, Product Promotions & Launch, Market Intelligence, and Product Management with proven track record of delivering consistent business results through adept leadership and application of sound management practice across several Govt. institutions












PROFILE SUMMARY

- ▶ Formerly, worked with **Avantel Limited, Hyderabad as Sr. Manager (Marketing)**; mentored a team with 05 members and drove them towards process efficiency while managing the business portfolio to achieve/ over-achieve the targets
- ▶ **Regions Managed:** Hyderabad, Visakhapatnam and several clients locations
- ▶ **Clients:** Indian Navy, Indian Army, Indian Coast Guard, Defense R&D Organizations (DLRL, SPIC, CAIR, ANURAG), Antrix Corporation Limited, Boeing, Bharat Electronics Limited, Electronics Corporation of India Limited, National Institute of Ocean Technology, Shipbuilders (L&T, GRSE, GSL, CSL, RDEL, MAZAGON), and others
- ▶ **Strategic Alliances:** Industrial Licensee (IL), Department of Telecommunications (DoT), Department of Scientific Industrial Research (DSIR), and Centre for Military & Airworthiness Certification (CEMILAC)
- ▶ **Products Managed:** Wireless Products (RF/Microwave Subsystems, Vehicle Tracking Systems: GSM & Satellite based, GSM/ GPRS Based Intelligent Data Devices), Satellite Products (INSAT MSS TRANS-RECEIVERS, Satellite MODEMS, UHF Radios (LOS/Satellite), Software (Network Management MIS, GIS, Web Applications), Telecom (Repeaters Filters, Power Combiners Power Dividers), Services (Turnkey Installation, Commissioning and Maintenance of Satellite Earth Stations, VSAT Terminals, Satellite Telemetry Equipment And Radio Systems)
- ▶ **Developed key relationships in target markets and launched specific products**, scripted product turnarounds & augmented sales, analysed partnering programmes, institutional tie-ups
- ▶ **Possess route-to-market expertise with excellence in devising brand building & positioning strategy**, developing brand identity, rolling out innovative campaigns
- ▶ **Strategic thinker with a strong hands-on disposition of successfully translating marketing strategies into tactics**, leveraging events, tele route, digital channels, and in-direct partner ecosystem
- ▶ **Expertise at developing robust distribution network, infrastructure and channel network**; developed and managed new territories to increase the sales and brand presence
- ▶ Known for **augmenting growth, generating new business and devising & executing business plans** by leveraging comprehensive understanding of the dynamics of the industry
- ▶ **An effective communicator with strong relationship management skills** with the capability to relate to people at any level of business and management across the globe; possess excellent analytical and negotiation skills



CORE COMPETENCIES

- | | | |
|---|--|---|
|  Brand Management / Brand Strategies |  Key Account Management |  Service Delivery Management |
|  Profitability Management |  New Product Development |  Pre-sales/ RFPs & RFIs |
|  Liaison and Coordination |  Administration/ ISO Standards |  Client Relationship Management |



SIGNIFICANT ACCOMPLISHMENTS

- ▶ Significant **growth in organization from Executive level to Sr. Manager**
- ▶ Identified multiple vendors for **avoiding risk factor in terms for in time delivery, quality & reliability product**
- ▶ Played a key role in coordination with **several external Agencies like ISO, DSIR, & IL and recognized with several certifications & awards**
- ▶ **Drove over 25% annual net revenue and profitability growth for past three years** to the organizational business; exceeded team goals through initiatives such as:
 - Building strong customer relationships
 - Advancing online presence (including enhanced content, reviews and distribution) to maximize conversion
 - Developing and executing Path to Purchase marketing strategies
 - Optimizing all activities based on available analytics to maximize ROI
- ▶ Grew business for **Satcom & RF products by 25%** through strategic initiatives to meet brand objectives; improved category & brand benefit awareness using client relationships as a media tool; **increased organizational sales by 25% annually**



EDUCATION



2018: Master of Business Administration (Marketing-Management) from CDL, Gitam University



2017: Post Graduate Diploma in Cultural Heritage and Tourism from Dr. B.R. Ambedkar Open University



2005: B.E. Computer Sciences from Sri Chandrasekharendra Saraswathi Viswa Maha Vidyalyaya Kancheepuram (Deemed University)

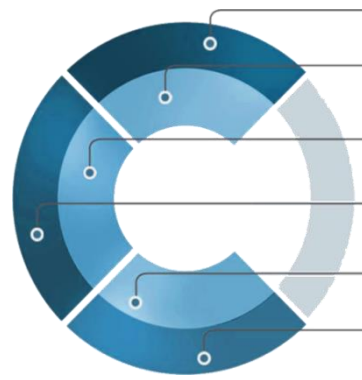


IT SKILLS

- MS Office & Windows
- SAP (Funwork Application)



SOFT SKILLS



Collaborator

Problem-solving

Communicator

Decision-making

Planner

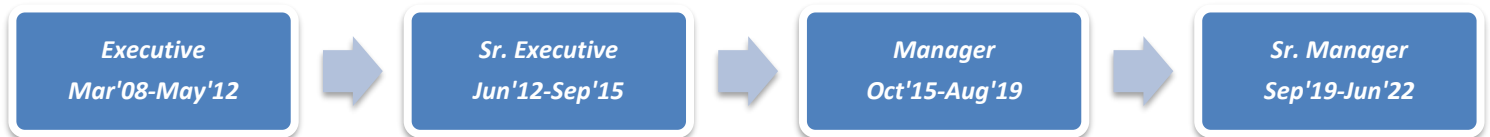
Leadership



WORK EXPERIENCE

Mar'08-Jun'22: Avantel Limited, Hyderabad

Growth Path:



Key Result Areas:

- Drafted business proposals and responded to the RFP's and RFQ's; prepared the technical and financial bidding documents for tenders and attending the Pre- bid conference
- Supervised the system of new product development comprising project & scope, drafted the business requirement specification, working with the R&D Implementation team
- Prepared MoUs & NDAs; coordinated with the finance team for preparation of invoices
- Post-Sales support for clients relations with coordination of Customer support team
- Managed the maintenance of new and modified data in internal SAP application called Funwork
- Participated in the ISO Marketing Audit for Quality Management process covering On Time Delivery, Customer Specific Requirements, Ratings, Risk Mitigation, Statutory or Regulatory requirements and QMS Process of Organization
- Analyzed the market trends and devising strategic initiatives for implementation of brand specific campaign and activities
- Offered complete assistance in brand specific activities for key divisional products, field force excellence programs, new product identification as per organization strength, medico- marketing workshops
- Established a professional working relationship with decision makers and the C-Level to develop a core understanding of unique business needs
- Improved presentation and competitive strategies, effective use and level of sales support, management of expenses and business/financial issues on contracts
- Analysed competition through market information to finalize the marketing strategy
- Assessed the market response and communicating the same to the Marketing Teams for new products
- Administered business operations for the profit centre with a view to realize pre-planning sales and revenue targets; formulated profit centre budget for operational / business development activities
- Rendered sustained services for high ROI, increased retention level by achieving quality norms and resolving their issues to attain high customer satisfaction
- Ensured the successful accomplishment of preset business targets in face of growing competition; identified the prospective clients, generated business from new accounts and developing them to achieve profitability



PREVIOUS EXPERIENCE

Jan'06-Feb'08: Sumitra Motors, Vijayawada as Area Sales Executive

Jun'05-Dec'05: Malik Cars, Hyderabad as Sales Executive



PERSONAL DETAILS

Date of Birth: 28th October 1983

Languages Known: Telugu, Tamil, Hindi and English

Current Address: Flat No.105, Hemadurga Classic, Near Cinetown, Miyapur, Hyderabad-500049

Permanent Address: Kavuluru, Krishna District-521228