

Dr. Nainar Reddy

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Summary

- Ph.D in Marketing Management.

Areas of Specialisation

- Marketing & Human Resource

Experience

- **8 +** years of Administrative & Business Development in Educational Training Industry.
- **One project** experience as a consultant for Agri-Business Incubation (ABI) Program, ICRISAT.
- **6 + Years** of Research & Academics Experience in Marketing.
- **2 Years** of experience in the areas of Sales and Business Development in the Automobile Industry.

Ph.D Thesis Title

- Marketing Practices & Problems of Cotton Cultivators in AP with Special Emphasis of Adilabad District.

Education

- Ph.D in Marketing Management, registered with JNTUH in Sep' 2009 and submitted on 06th March' 2014 and Awarded on 14th March 2015.
- MBA in Marketing & HR specializations from affiliated to Osmania University from 2004 -2006.

Summary of Skills

- Adept at conceptualizing strategies for business development and developing new market segments for maximizing sales growth.
- An effective communicator with proven abilities in implementing sales strategies & activities.
- Good ability in designing & presenting effective presentations.
- Be able to present talks, classes, and workshops to groups of varying size and of a variety of technical and non-technical subjects.
- Ability to provide benefits and healthy information about products.

Technical Skills:

- SPSS (predictive analytics)
- MS Office.

Timeline of Experience

- Working as Head Business Development Hyderabad for ACE Engineering Education India pvt ltd from Sep 2015 to till date.
- Worked as a consultant for Agri-Business Incubation (ABI) Program, Agribusiness and Innovation Platform, ICRISAT from Nov 2014 to July 2015.
- Worked as Academic Assistant in SMS, JNTUH from Sep' 2012- Oct' 2014.
- Admitted as full time Research Scholar (Ph.D) in School of Management Studies on Sep' 2009 – Oct' 2012.
- Worked as a faculty in Management Science for TKR Educational Institutions from Sep 2008 to Sep 2009.
- Worked as a sales executive for Sundaram Honda (prop. T.V. Sundaram Iyengar & sons) from Aug 2006 to Aug 2008.

Achievements at ACE Engineering Education India pvt ltd

- Pioneered, Crafted, and Handle overall marketing operations of Hyderabad Cluster.
- Successfully launched operations at kukatpally branch.
- Submitted Market Research Reports for the new Branch openings of Ahmadabad, Nagpur.
- Handled BTL and ATL marketing activities for sales lead generation.
- Presented PAN India Seminars in educational institutions of different products.
- Prepared & Implemented strategic plan at the time of inception of marketing team.
- Heading the marketing team Hyderabad of business development cluster.
- Identified different sources for business development through means of Feasibility studies, achieved BEP and profits.(Kukatpally Hyderabad, Kerala, Chennai, Delhi etc)
- Organized successfully student & Faculty meets.
- Expertise in handling quires and closing deals.

Key Roles & Responsibilities at ACE Engineering Education India pvt ltd

- Responsible for New Leads Generation through Market Scouting, Students Enrollment, Product Presentation, Sales, Marketing, Revenue and Expenses reports and Realistic Forecasts to the management.
- Driving Engagement and Build Relationship with Faculties, HODs, Professors, Deans and College Authorities.
- Driving increase in demand in the market through means of efficient on ground BTL, ATL Activations, and Tie ups etc.
- Achieve Business Objectives by developing and implementing New Sales Strategies in Coordination with the Management.
- Responsible for Implementation and Execution of Marketing Plans.
- Market Research to identify emerging potential markets for the products.
- Conducting weekly reviews with the team and track progress with respect to targets.

- Ensuring sales plan delivery and Manage a team of Sales by driving business in the assigned region.
- Responsible for team's performance in the assigned region.
- Preparing monthly, quarterly and yearly calendar for business development.

Key Roles & Responsibilities in Agri-Business Incubation (ABI) Program

- Market Research on new business opportunities in Agri Business for commercializing Agro products of incubates.
- Facilitate clients on Market Research for commercializing the agro products.
- Generate revenue by undertaking consultancy assignments & client services.
- Facilitate between the farmers groups and funding agencies.
- Facilitate and managed clients communication on new business opportunities in Agri Business and ensure optimal client satisfaction.
- Keeping in touch with existing clients by providing services.
- Converting the business opportunities into sales by means of facilitating.
- Respond to client emails and phone calls.

Academic Achievements

- Awarded Ph.D in Marketing Management from JNTUH, Hyderabad (viva voce dated 14.03.2015).
- Chaired as a Rappouteur for two national conferences and one international conference in school of management studies, JNTUH.
- Was one among the members involved in successful updating R13 syllabus of Management Science, JNTUH. (Especially Marketing and general subjects).
- Developed content for a book Aryasri & Dhanunjay: Professional Ethics and Morals, Maruthi Publications, Guntur, 2013.
- Was one among the committee members for successful conduction of two national conferences and one international conference in school of management studies (SMS), JNTUH.
- Only one selected for full time Ph.D in 2009 Batch for JNTUH in Management Science.

Administrative Experience - JNTUH

- Was one among the member in successful conduction of Examinations (Internal & External) in SMS, JNTUH.
- Maintained the Academic records for SMS, JNTUH in planning organizing and successfully conducting class work, Guest Lectures and other Academic Activities.
- Volunteer for successful conduction of Research Methodology Course Work for R&D Cell, JNTUH during 16-21 Dec 2013.
- Maintained the records for successful conduction of research review meetings (RRMs) for R&D Cell, SMS - JNTUH (with Board of Studies, SMS, JNTUH) in planning organizing and successfully conducting of Activity.
- Facilitated for successful conduction of guest lecturer classes (every Wednesday) in

SMS, JNTUH.

- Was one among the members of organizing Cultural Programme for V Convocation, JNTUH – Sep 2014.
- Headed the student teams in organizing the Feasts & Cultural Events.
- Volunteered for the two day National Conference on Behavioural Finance during 22-23 Jan 2014 at SMS, JNTUH.

Non Academic Achievements Sundaram Honda

- Outperformed & stood one among the top ten sales executive all around INDIA and only one from Andhra Pradesh while working for Honda Sael Cars in TV Sundram Iyengar & sons Ltd.
- One of the Best performers at entry level executive all around INDIA for Honda Sael Cars.
- Best employee award at junior level from TV Sundram Iyengar & sons Ltd.
- Sundaram Honda (Hyderabad): Best Sales performer for the months Mar-April 2008.
- Sundaram Honda (Hyderabad): Best Sales performer for the month Jan 2008.
- Awarded City ZX STAR ACHIEVER by National Head-Sales for July & Aug 07.
- Sundaram Honda (Hyderabad): Best Sales performer for the month Jun 2007.
- Sundaram Honda (Hyderabad): Best Sales performer for the month May 2007.

Research Experience

- 5 International Publications with ISSN NO.
- 8 National Publications with ISSN NO.
- 3 Articles Publications with ISBN NO.
- 7 papers presented in International Conferences.
- 8 papers presented in National Conferences.

Refresher, Orientation Course & Workshops Participated

- 1 Refresher Course participated.
- 1 Orientation Course attended.
- 7 Workshops attended.

Academic Teaching:

- 6 years of teaching experience.
- Addressed the students of MBA (Regular, International Business)/ Executive MBA (PTPG) / CCC.
- Guest lectures in various Institutions.

Guest Speeches Delivered

- How to crack ESE, GATE, PSUs, in first attempt
- Effective communication skills.

- Research paper writing.
- How to prepare for competitive Exams.

Declaration:

I hereby declare that the above furnished information is true.

(Dr. Nainar Reddy P)

References:

- Yadala Suneel Kumar COO, ACE Engineering Academy, Hyderabad, sunil@aceenggacademy.com, Mobile: 9966662869.
- Dr Sindhu, Professor & Director, School of Management Studies, JNTUH, Hyderabad. Email: sindhu999@gmail.com, Mobile: 9849061654.
- Dr Prabhu Kumar, Professor & Former Director, School of Management Studies, JNTUH, Hyderabad. Email: prabsjntu@yahoo.co.in, Mobile: 8008103810.
- Dr. Eshwara Prasad Koorapati, (Professor, Mechanical Engineering), Director MANU Hyderabad, Former Principal, JNTUH, College of Engineering, Sultanpur, Hyderabad, Email: epkoorapati@gmail.com, Mobile: 09440348787.
- Dr. Vara Prasad Reddy, Professor & Director, Management Studies, TKR Educational Society, Hyderabad. Email: jvpreddy2005@gmail.com, Mobile: 9848435813.