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Work Profile

- *July 2015 – September 2020 Gamut Infosystems Limited, Regional Sales Manager, South India- Enterprise Sales*
 - ✓ Developed the South Indian Market for a Web Based ERP for the Real Estate and Infrastructure industries.
 - ✓ The ERP solution was Cloud Based and marketed as SaaS and Hybrid models.
- ❖ *Challenges*
 - ✓ There were no referential clients for the ERP in South India as it was a new region for this ERP product.
 - ✓ Tough Market Conditions as there were other well-known ERP vendors from South
- ❖ *Achievements*
 - ✓ My first client, A Real Estate developer part of a Jewelry Group had implemented another ERP and deeply invested into it and was working on it for four years. I converted them to our ERP in two months of joining in 2015
 - ✓ My second client worked on SAP for many years, Converted to our ERP
 - ✓ My third client a large Group with various verticals and Real Estate Development being one of the vertical worked on an ERP for eight years, Converted to our ERP
 - ✓ I scaled up with clients in the five states of South India in my five year tenure with 30 clients
 - ✓ The entry point of my sales discussions was mostly top down and most frequently, it was the CEO or CFO of the company who was my first contact. My sales approach was always to understand the pain points about their business and customize my marketing and sales actions. This approach allowed me to shorten the sales cycle with the IT team.
 - ✓ After my initial success and growing customer-base, the management decided to establish a support office in the southern region
 - ✓ I had the opportunity to represent the organization for networking events at Istanbul, Shanghai, London, Dubai, Berlin and Delhi. Provided the opportunity to network with the CEO and CFO of various organizations.
- ❖ *Never Give up attitude*
 - ✓ I had finalized an order of INR Fifty Lakhs for an Indian Prospect in the Real Estate Industry at Bangalore.
 - ✓ While at Shanghai for a Network lunch met the CEO and CFO of this prospect from Bangalore and understood they had awarded the Work Order to competition
 - ✓ Once back in India month followed back to understand the implementation of the competition product at this Client's office.
 - ✓ Understood certain modules competition was unable to provide a solution to the clients query
 - ✓ I initiated a department wise query on their requirements from the Client and demonstrated our ERP based on their query.
 - ✓ It took many visits to complete a department wise ERP demonstration, but finally won the order.

- ***February 2015 –June 2015 IDSi Technologies Pvt. Ltd, Assistant General Manager - Sales***
 - ✓ The organization was developing an ERP and was a Channel partner for Reliance Communication Enterprise Division marketing leased line connectivity.
 - ❖ ***Challenges***
 - ✓ Competing with Reliance Communication direct sales team in the Kerala region
 - ❖ ***Achievement***
 - ✓ With the Experience in developing Tier two Tier three towns I embarked along with the team to market the Reliance solution in such towns
 - ✓ Landmark deals in the short tenure in Tier two and Tier three locations for Colleges and Hospitals where Reliance direct Enterprise team was not focusing
 - ❖ ***Never Give up attitude***
 - ✓ Surprised the Vendor with Tier 3 Location deals won in my short tenure

- ***March 2014 – February 2015, ISPG, Cochin. Assistant General Manager, Enterprise Sales***
 - ✓ Managing the Enterprise Sales Team in ecommerce, Social Networking.
 - ❖ ***Achievement***
 - ✓ Building strategic partners across the globe.
 - ✓ Built an Enterprise team for Cold Calling, Lead Generation, Client research
 - ✓ Markets focused are Middle East, South America, and Africa. Expanding the market with Business partners and Direct Sales.
 - ✓ Marketing Enterprise products developed by ISPG on online Customer-Merchant engagement (Oorjit), Enterprise social networking platform (Ollco) and listing solution (Zeekin).

- ***May 2012 – January 2014 with SBL, Senior Manager – Business Development***
Marketing the android based solutions for Hospitality.
 - ❖ ***Achievement***
 - ✓ The solution is a restaurant management system based on tablet devices replacing the standard menu cards in restaurants.
 - ✓ Developed the markets of India and UAE.

- ***July 2001 – June 2008 with Redington India Limited,***
 - ✓ Redington India Limited is a National Distributor in Computer Hardware and software with branches across India.
 - ✓ The operations are with IT Channel Partners
 - ❖ ***Achievements***
 - ✓ After understanding the market and building relationship with the IT Channel partner community, I was able to provide the necessary IT products to the Channel Partners.
 - ✓ The IT partners were based at Jamshedpur, Dhanbad apart from Ranchi
 - ✓ Initiated with GATTI for an operational warehouse
 - ✓ Initially Billing was low but after building relationship the business grew to Rupees Twenty lakhs a month
 - ✓ I was provided the opportunity to start Patna as a branch too
 - ✓ After a year I moved to a larger branch in Kochi

- ✓ I was provided the opportunity for mapping large deals with vendors like Hp, IBM desktops and servers and after a year was provided the opportunity to focus on Intel Processors, Motherboards, Printers and Hard Disk Each business provided me an achievement of INR Eighty Lakhs each month
- ✓ I was promoted as a Branch Manager to Trivandrum.
- ✓ I clocked more business, moved to a larger office with 5 Executives including Accounts and warehouse, brought the branch to a Nil outstanding branch. I was able to drive a business of INR One crore monthly
- ✓ I was promoted as Branch Manager to Madurai.
- ✓ With larger number of executives developed two satellite branches in Tirunelveli and Trichy with independent Area Sales Manager
- ✓ Similarly brought the Branch to Nil outstanding
- ✓ Received Awards for converting Tier 3 towns IT partners to Bill directly with Distributors for Intel and have travelled abroad for achieving targets of various vendors.

➤ ***May 1999- June 2001 with Soft Systems Ltd., - Marketing Manager & June 2008 – April 2012 with iSmart Business Solutions Private Limited - Senior Manager – Business Development Enterprise Sales***

- ✓ Pioneered in the Enterprise sales of the same Agriculture ERP in Tea, Coffee, Oil Pam and Rubber in both organizations of Soft Systems Ltd. and iSmart Business Solutions Private Limited.
- ✓ At Soft Systems had the opportunity to provide Enterprise solutions to many Tea Plantation organisations of North East India with their Head Offices at Kolkata.
- ✓ At iSmart Business Solutions Private Limited provided me the opportunity to provide an Enterprise Solution with the Agriculture ERP at countries in India, Sri Lanka, Indonesia and Malaysia for Rubber, Tea, Oil Palm and Coffee.

❖ ***Challenges***

- ✓ Started the marketing operations at Kolkata in May 1999 with no Client reference
- ✓ Support teams and Pre Sales were based at Kochi

❖ ***Achievements***

- ✓ Brought about my first order in two months of joining the organization
- ✓ Scaled up above the expectation of the client by participating in training session and being a bridge between the client and the support team at Kochi
- ✓ My interactions were with CFO and CEO.
- ✓ My support after sales had brought about positive feedback within the organizations
- ✓ The CEO and CFO referred me new leads and provided good reference for New clients from the organization
- ✓ Generated and completed targets at timely intervals during the phased completion of project. All the Orders were between INR Forty lakhs and INR Eighty lakhs.
- ✓ After a successful stint in India, was provided the Sri Lankan market addressing the tea and Rubber Plantations. The Work orders during the tenure were USD 100000 to USD 200000.
- ✓ I initiated to start a new region Malaysia as they were converting their Rubber plantations to Oil Palm. The orders size was of USD 200000 and more.

- ***April 1994 – April 1999 NetLink Technologies & Inndsoft Systekh Limited***
 - ✓ I started my career at NetLink Technologies as a Marketing Executive
 - ✓ NetLink Technologies provided me the opportunity to travel across Indian towns and cities to market the Computer Based Training Software
 - ✓ The courseware was designed for students, faculty, the front office administration and to CIO in Corporate Houses.
 - ✓ The opportunity provided me to meet the Owners/ Proprietor/ CIO.
 - ✓ I was able to complete a sales cycle from Farming to Negotiation and Support.
 - ✓ Provided a Franchise model at NetLink for the proprietors/ Owners.
 - ✓ On proving my growth in Sales I was provided the opportunity to start a new region in Western India with an Initial office in Mumbai.
 - ✓ Inndsoft provided me the opportunity to open operations at Western Region of India with similar Computer Based Training software.
- ❖ **Learning from Challenges**
 - ✓ At NetLink, I had to farm for a productive new leads in two days with the use of Yellow pages, demonstrate the product and provide a Business proposal after understanding the Proprietor's infrastructure.
 - ✓ At Inndsoft I had to manage the quality of leads from a team size of ten, train the team to demonstrate the product and taught them to negotiate well.
- ❖ **Achievements**
 - Achieved the Speed of farming for new leads at NetLink
 - Provided a complete solution for the Proprietor/ Owner for additional courses and upgradations.
 - At Inndsoft Systekh Limited mapped the markets in various sectors of Mumbai and with a team size of ten penetrated the market in the Western region of Mumbai, Central of Mumbai and New Mumbai.
 - After the success at Mumbai replicated a similar plan at Pune and at Ahmedabad
 - I was involved for new resource recruiting in sales for the team
 - Positioned the Product at Banks and Corporate Houses for repetitive Business.

Personal Profile

- ✓ 1994: Honors in System Management from National Institute of Information Technology, Chennai.
- ✓ 1992: B.Sc. (Physics) from Bharathidasan University, Tiruchirapalli
- ✓ 1987: Passed from Montfort Higher Secondary School, Yercaud