



AMITH ARTHAM

Growth Catalyst | Digital Leader | Sales and Marketing – Propelling Revenues



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Results-driven professional with a solid, verifiable career track for successfully propelling industry leaders through start-up ventures and high growth cycles with In-depth Sales & Marketing Knowledge & possess Broad Level of Technical Background. Known for delivering record-breaking revenue and profit gains within highly competitive regional markets.

Professional Summary

- ✦ An astute professional with an overall industry experience of 10+ years in the Information Technology Industry with International Exposure
 - ✦ Consummate professional who follows a disciplined approach to business development and sourcing the leads
 - ✦ Insightful experience in the Information Technology Sales and have worked extensively in Varied areas of Multi functionalities
 - ✦ Adept in managing & leading teams for running successful process operations
 - ✦ Good understanding on technology domains like Application Development, Telecom, Embedded, VLSI / Semiconductor, Hardware/ Networking
 - ✦ Good understanding of geographies of Americas, APAC and EMEA
 - ✦ Experience in supporting and building business applications, building and leading a team, building the domain knowledge in the respective processes
 - ✦ Demonstrated prowess of working long hours in the execution, monitoring and control phases of project Management
 - ✦ Demonstrated capabilities in motivating, taking initiatives, delegating work
 - ✦ A result-oriented professional with good communication, leadership, team management, client relationship management, analytical and coordination skills
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Key Skills and Value Proposition

Global Business Development by building a qualified leads pipeline and growing sales with the following skills

- ✦ Online Research, List Building and Competitor review
- ✦ Lead Generation, Email Campaign, Track and Nurture
- ✦ Social Media, Mobile, Visual and Content Marketing
- ✦ Viral Marketing
- ✦ Paid Social Media Advertising
- ✦ UX Design and Video Production

- + Search Engine Optimization
 - + Consumer Behaviour & CRM Skills
 - + Sales Engagement on WebEx, Skype, Team Viewer
 - + Strategic & Tactical Planning
 - + New Business Development
 - + Sales & Marketing
 - + Team Building & Leadership
 - + P&L / Financial Reporting
 - + Contract Negotiations
 - + Client / Vendor Relations
 - + Problem solving / Counselling
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Core Expertise

Digital Transformation

- + Provide consultation on Digital Transformation – Mobile First, IoT, Blockchain, Deep Learning and Machine Learning to customers across industry verticals
- + Define Digital Strategy roadmap that maps organizations' journey from strategy to execution
- + Develop game changing business outcomes that provide clear and measurable outcomes
- + Identify Business and IT capabilities required to support business outcomes
- + Create future state architecture that road map the transition needed to support business outcomes
- + Identify business impact of outcomes to show business values to customers
- + Develop strategic relationship with partners/alliances ecosystem

Client Leadership

- + Act as trusted advisor to clients beyond scope of engagement
- + Demonstrative ability to communicate with and align senior stakeholders against a common goal
- + Plan, mobilize, and drive change for complex, highly-matrixed efforts through leadership experience, tools, and processes
- + Influence client stakeholders to take action / facilitate buy-in of recommendations with minimally invasive strategies
- + Demonstrate ability to clearly communicate in all written and oral mediums
- + Align outsourcing objectives with IT strategy, procurement and business
- + Effective Change Management for Pain-free experience and reduced risks
- + Client inclusive approach driving the sense of urgency, improved participation and transparency

Pre-Sales / Sales Enablement

- + Opportunity assessment and qualification ownership for strategic relationships
- + Develop strategy and differentiation offerings & solutions using four quadrants model

- ✚ Measured on revenue, order book (OB) growth
- ✚ Superior relationship management with existing customers and incremental business
- ✚ Develop Account relationships and drive demand generation through proactive initiatives and account mining strategy
- ✚ Lead change initiatives to transform current run business with market facing offerings
- ✚ Work with operating units and Centre of Excellences to select and introduce new technologies, prioritize initiatives, maintain industry leadership, and expand customer base
- ✚ Build partner relationships and drive joint pipeline focus triangulation with partners

Project Planning & Execution

- ✚ Conceptualization & Encapsulation
 - ✚ Strategizing & planning vital projects in collaboration with the client servicing team
 - ✚ Corporate Identity: Conceptualization & design for corporate brand building
 - ✚ End to end management of assignments from product conceptualization and visualization
 - ✚ Discussing requirements of the project with the client (internal/ external), analysing the purpose of the project and working on continuous improvement
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Organizational Experience

Since April 2018 working as a Director – Global Sales in SourceEdge Software Technologies Pvt Ltd

Primary Responsibilities

- ✚ To Develop and execute a global sales strategy and best-in-class methods, including forecasting, partner selection and management and expense allocation that align and meet corporate objectives and revenue growth expectations
- ✚ Provide accurate monthly forecasts and reports to measure performance and results
- ✚ Support and collaborate with the Product Management and Marketing Teams in providing market and product feedback, channel and partner programs, event planning and new product launch
- ✚ Manage key customer relationships and participate in closing strategic opportunities
- ✚ Provide strong leadership and clear customer-centric direction to a highly engaged inside & outside sales team, including developing and mentoring
- ✚ Build a culture of accountability and major focus on deal closure
- ✚ Define and monitor the incentive programs that motivate the sales team to achieve their sales targets
- ✚ Ensure business and employee practices are consistent with policies and procedures.
- ✚ Develop and enhance consistency in partner management.
- ✚ Provide leadership, direction, and plans for direct versus partner sales strategy
- ✚ Develop plans and processes to improve performance of underperforming countries
- ✚ Improve overall sales performance, improve training, and ensure proper sales coverage.
- ✚ Work with the other key executives in the company to communicate areas that need support to improve our customer service, product needs, and marketing communications

Since April 2016 to April 2018 working as a Co-Founder in MonkeyDrill Communications LLP

Primary Responsibilities

- + Building business plan & sales strategy development
- + Drive process improvements and efficiencies
- + Integrate best practices while evaluating business prospects, goals and objectives
- + Building Sales Force
- + Give valuable suggestions and ideas

Since October 2011 to April 2016 working as a CEO in Mobiattic Technologies Pvt Ltd

Primary Responsibilities

- + Strategic Consulting, including building business plan & sales strategy development & implementation
- + Advising new businesses on formation of corporations and business structures and structuring commercial transactions
- + Generate new development market & analysis of the same
- + Drive process improvements and efficiencies
- + Integrate best practices while evaluating business prospects, goals and objectives
- + Building & Managing Sales Force
- + Understand client's business and organization goals
- + Give valuable suggestions and ideas
- + Communicate and provide service options to clients
- + Responsible for driving & achieving of sales targets

Since October 2007 to September 2011 working as a Business Manager in KTwo Technology Solutions Pvt Ltd

Primary Responsibilities

- + To provide strategic support in all facets of the organization
- + As a Business manager for Products and Solutions Business, I was responsible for identifying new opportunities in EMEA and India regions
- + Oversaw transition of management team to run new division, integrated cultural differences between offices, and executed marketing and business development plans
- + Consulted with business leaders across the company, and built strategic alliances with clients
- + Was successful in developing Europe and African region
- + Major breakthrough in cliental relationship across Major / Large Clients
- + Achieved 100% sales target YOY
- + Increased customer base by expanding vendor relationships
- + Delivered huge gross margins
- + Was responsible for Revenue Generation from Embedded & Wireless, Automotive Electronics, ERP Solutions (Healthcare & Logistics) and Mobile Application
- + Building Business Plans and Sales Strategies, implementing and achieving the same

Since February 2007 to October 2007 working as a Sr. Business Development Executive in L&T Infotech Ltd

Primary Responsibilities

- ✚ Was responsible for identifying new opportunities in APAC region for Telecom domain
- ✚ Was successful in managing partners
- ✚ Managed APAC sales lead operations successfully
- ✚ Handled customer retention programs
- ✚ Handled New Enquires and Requirements from clients
- ✚ Co-ordinating client meetings to ensure proper understating of the profile
- ✚ Maintaining reports on daily basis
- ✚ Converted 40% of generic leads into possible customers
- ✚ Reported to Regional Manager on daily basis with marketing strategies
- ✚ Market planning to position new solutions
- ✚ Review budget plans proposed at top management and analyse performance of SBU with respect to the budget plan
- ✚ Co-ordinate with technical teams to build collaterals and case studies
- ✚ Weekly invoice, payment follow-ups and billing report generation

Since December 2004 to February 2007 working as a Account Sales Executive in CG-CoreEL Programmable Solutions Pvt Ltd

Primary Responsibilities

- ✚ Responsible for Xilinx, PMC-Sierra, Fulcrum and Accelchip that caters to Semiconductor market
- ✚ Was instrumental in converting passive accounts to active
- ✚ Responsible for sales into both new and existing customer base via direct and channel routes
- ✚ Demand Creation to fulfilment responsibility for the assigned strategic and direct accounts of Xilinx
- ✚ Additional responsibility of sales of PMC-Sierra products meet design win targets, negotiate and track design credits with counterpart reps worldwide, conduct product presentations, co-ordinate technical support issues with FAE's
- ✚ Lead generation and conversion
- ✚ Assisting in pre-sales activities

Since August 2003 to December 2004 working as a Marketing Consultant in Net Soft Microsystems

- ✚ Generating New enquires and requirement gathering from clients
- ✚ RFP and RFQ preparation and response
- ✚ Participate in Govt Tenders
- ✚ Presentation and Demo to customers and prospects
- ✚ Maintaining reports on daily basis
- ✚ Was recognised for providing new ideas and innovation

Academic Credentials

- + BE in E&C – VIT Koramangala, Bengaluru, Karnataka – VTU
 - + MBA in Marketing and Finance - IIPM Koramangala, Bengaluru – IMI Europe
 - + Member of Chartered Institute of Marketing UK
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IT Credentials

- + Operating System: WINDOWS 95, 98, 2000, XP, Windows 7
 - + Office Automation Tools: MS WORD, MS EXCEL, MS POWERPOINT, MS OUTLOOK EXPRESS
 - + Mobility: iOS, Android, Windows, Symbian, Balckberry and J2ME
 - + Effective user of LinkedIn
 - + Effective user of CRM
 - + Overview technical knowledge on emerging technologies. It has helped me in solution the requirements of my customer
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Personal Dossier

Date of Birth: 10th March 1982

Marital Status: Married

Nationality: Bharathiya (Indian)

Passport Details: Z3230008

Address: 2213 Briargrove Cir Oakville, ON L6M 5A3, Canada

References: Available upon request
