



Pradeep Praaj

Sales Maverick with 22 Years' Industry Mastery: 13 Years Thriving in Corporate Landscape and 10 Years Pioneering Entrepreneurial Success across Diverse Sectors Software Products Software Development Training Banking Insurance Staffing E-commerce

GET IN CONTACT

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PERSONAL DETAILS

- Total Experience 22 Years
- Current Location Chennai
- Date of Birth Sep 27, 1980
- Gender Male
- Marital Status Married

SKILLS

- Sales & Marketing
- Customer Relationship Management
- Finacle
- Training & Development
- People Management
- Client Relationship Management
- Wealth Management
- Team Management
- Property Management
- B2c
- B2B Sales
- Onboarding
- Banking Operations

TECHNICAL SKILLS

- MS Office

LANGUAGES KNOWN

- ENGLISH
- TAMIL
- TELUGU

PROFILE SUMMARY

Results-driven sales leader with a proven track record of surpassing targets and driving revenue growth. Expertise in formulating and executing comprehensive sales strategies, building high-performing teams, and fostering client relationships. Adaptable and skilled in market analysis, identifying opportunities, and driving sustainable growth. Strong leadership and communication skills.

EDUCATION HISTORY

Post Graduation

Course	M.A(Arts & Humanities)
College	Annamalai University
Year of Passing	2006

WORK EXPERIENCE

Jul 2019 to Present

Director at Linkdriven Technologies pvt ltd

- Linkdriven is the R&D process that is the engine that drives product and process differentiation.
- Innovation is typically defined as the ideas, the products, the services, or processes that are perceived as being new and different and they have been implemented or even commercialized.
- Industrial designers develop concepts and designs for manufactured products. They typically specialize in one product category, such as automobiles, furniture or housewares. They must be imaginative and persistent to communicate their ideas about new product design.
- Industrial technology is the use of engineering and manufacturing technology to make production faster, simpler and more efficient.
- All About Turning Great Ideas Into Your Machine Drawing Project
- We offer a dynamic environment where work becomes fun. A creative fully
- Furnished space located in the heart of India, which has a lounge by the Industrial
- Development, Machines, Technology booths and of course 24x7 Service. Our Specialist Very unique Design & Development Industrial Related Products.

- Consumer & Home Appliance Products / Auto Rickshaw / R&D in Food appliances product / Agri product / Aerator Gear box / ATM box / Electric ChannelFolding Table Napkin Stand Sigma Gas Stove etc

Sep 2018 to Mar 2020

Director Business Development at Kurinjee Pronatural Foods Pvt Limited (Brand name of Indiasmartlife)

Made in India Make in India is concept of Indiasmartlife online E-Commerce Platform order through online we will deliver in 30 Minute across Pan India

- Responsible for development and management of ecommerce Merchandising, Sitecontent and Site marketing teams Develop a strategic assortment plan workingcollaboratively with lead generating and Customer Onboarding planning teams
- Lead merchandising; including development of merchandising strategy, processesand initial build
- Oversee and report on sales performance through the lenses of item, franchise and category across product sources
- Develop and maintain online assortment guidelines that align with the merchandising strategy
- Partner cross-functionally to optimize marketing campaigns, fulfillment and operations teams to execute flawlessly
- Capture Indiasmartlife ecommerce market share through innovative and quantitative online aligned strategies with Indiasmartlife owned platforms, E-commerce Online Retailer Partners across India and Licensees
- Collaborate and partner with the broad Retail leadership team, to support the delivery of cohesive and aligned Strategy and Operating Plans and business development initiatives
- Develop and manage the Indiasmartlife.com site vision, strategy and day-to-dayoperations
- Develop and execute team Delivery Team to Zonal head on boarded 950 Employees and 9000 indirect delivery across pan India
- Implemented and On boarded into E-Commerce Platform 10lakh shop around 6.5cr no if items added in our platform (South India East & West)
- Develop app into(Admin Customer Vendor Delivery Pick Drop Marketing Onboarding App Backend Team executed Customer Care Digital Marketing Development DeliveryTeam
- Handled Front End Team executed GM DGM AGM Zonal Head Regional Head CityHead Marketing Manager Marketing Executive Implemented Super Market E-commerce Hub Storage Warehouse

May 2015 to Aug 2018

Managing Director at Merven Talent Zone Pvt Ltd

Merven Talent Zone is an Internationally recognized organization, is emerging as one of theleading specialist Placement Consultancy in India with a focus on providing Executive Search, Headhunting, Permanent Staffing, HR Services Outsourcing, Human Resource and Soft Skills Training to client organizations. We cater to manpower requirements of the various sectors in the industry at

junior, middle and senior management levels???National andInternational staffing. We assist our Clients in creating and developing by providing following services. We strive to be the first choice in the supply of staffing solutions to local and international businesses through partnership with clients, whilst fulfilling the expectations of our candidates

- Handling 120 Clients Book size of across Pan India (IT & NON IT)
- Contract Staffing supplied for IT and Non IT companies across pan india
- Software Development into Mobile Apps Project Development
- Training across Pan-India in HR & Manufacturing Sectors
- Campus interview will arrange for all sectors
- We are creating brand promotion for unique products through digital marketing
- Consultancy for SME & MSME Real Estate
- Contract Staffing:
 - Maintain a robust database of potential candidates for both IT and non-IT roles.
 - Develop a streamlined process for candidate sourcing, screening, and selection.
 - Stay updated on industry trends and skills to match the right candidates with the right positions.
 - Ensure clear communication with clients regarding job requirements and candidate profiles.
 - Regularly evaluate the performance of placed candidates and seek client feedback for improvement.
- Software Development (Mobile Apps):
 - Define a well-structured project management methodology to ensure efficient development processes.
 - Prioritize clear communication with clients to understand their app requirements and expectations.
 - Establish a dedicated team of developers, designers, and testers for each project.
 - Focus on quality assurance and testing to deliver bug-free and user-friendly mobile apps.

Training:

Develop comprehensive training modules for HR and Manufacturing sectors.

Offer both in-person and online training options to cater to a wider audience.

Leverage experienced trainers and subject matter experts for effective delivery.

Provide certification programs to enhance the credibility of your training services.

Continuously update training materials to reflect the latest industry practices.

- Campus Interviews:
 - Collaborate with educational institutions to organize campus recruitment drives.
 - Coordinate with companies from various sectors to participate in these interviews.
 - Ensure a smooth and organized process for scheduling, interviewing, and selecting candidates.
 - Provide feedback to educational institutions to help students improve their interview skills.
- Digital Marketing for Brand Promotion:

- Identify unique selling points of products to create compelling digital marketing campaigns.
- Utilize social media, SEO, content marketing, and paid advertising to reach a wider audience.
- Analyze campaign performance using data analytics tools and adjust strategies accordingly.
- Collaborate with influencers and industry partners for cross-promotion.

- **Consultancy for SME & MSME Real Estate:**
 - Understand the specific needs of SMEs and MSMEs in the real estate segment.
 - Offer a range of consultancy services, including market analysis, project management, and regulatory compliance.
 - Develop a network of legal, financial, and technical experts to provide comprehensive solutions.
 - Maintain transparent communication and regular updates with clients throughout the consultancy process.

Dec 2013 to Apr 2015

Director at Hylitesoft -Director - International Operations

Managing work force of 150 team size and above with 5 Team leader and 2 Project Manager reporting managing and coordinating with Directors of Hylitesoft & Hylitesoftsis

Hylitesoftsis Company with a reputation for innovative and lasting results. Our team of professionals is seasoned experts in the field of e-publishing, Web designing, Application development and all sorts of consulting services in Australia, New Zealand, U.S and India. The firm offers content transformation and distribution from any format to clients medium of choice web, print, eReader, tablet or smartphone. Our unique framework of content transformation systems evolved in house helps our clients to improve operational efficiency, reduce publishing cost and cycle time and enhance distribution capabilities for higher revenue in the fast-paced digital and mobile centric publishing environment.

- **Services**
- HTML Conversation, Fixed layout ,Project Management,Flash to HTML Conversation, Keying OCR'ing, Epub 2 /Epub3 Flip Book using HTML 5 ,Typesetting Page nation, Content Management, Copy Editing, Production and Art & Template Designing, Commercial Artwork CSS 3 Animation, Image Editing 2D/3D Animation, Magazine Service Clipping Path services Masking Services Linking with layout Proof reading

Aug 2006 to Nov 2013

Regional Sales Head at ICICI Bank

Worked with ICICI BANK (C Serve Branch Banking) as Manager Band ??? I (RHS BM BOM Privilege Banker Casa Manager Trade & Forex Desk Clearing Department NRI Department

General Banking Investment Banking Wealth Management Regional Quality Manager) Handled ROTN ???(Coimbatore Tirunelveli Trichy Pondicherry Chennai)

Responsibilities;

- Enhancement of Deposit pool from customers.

- Establishing standards and delivery of service.
- Sale of non-deposit products. Cross selling targets progressively.
- Liability products including demand/time deposits, CMS etc
- Trade Services such as Cash Management services, Import/Inland LC, Bank Guarantees, Vendor Bill discounting, Inland LC bill discounting etc
- Credit including working capital demand loan, cash credit, securitization of receivables etc
- Forex including Export bills for collection/negotiation, Import payments etc
- Fee income generating cross selling insurance MF Home loan jewel loan forex Trade
- Branch administration increase casa activity strong knowledge KYC & AML
- Regulatory compliance.
- Manage productivity, morale of branch personnel.
- Having access to Finacle for all operations related work.
- Initiate actions to raise standards and migrate best practice
- Ensuring processing capabilities are aligned to achieve productivity and accuracy standards consistent with agreed Service Level standards and striving to exceed these expectations
- Ensuring that all team members understand their responsibilities for following the procedures detailed in the Departmental Operating Instruction in order to achieve optimum efficiency understanding and control in the conduct of their jobs
- Ensuring compliance with all applicable internal and external Rules Regulations, Company and Group Policies

Feb 2005 to Jul 2008

Sr. Financial Consultant at Aviva Life Insurance Bank assurance at ABN AMRO BANK

- Promoting the unit linked products through Business Banker Handling Team size of twenty members
- Projection of target for every month Achieving high end targets
- Presentation for the corporate sector regarding (Key man insurance Employee & Employer)
- Preparing the financial health checkup for the customers to keenly understand the customers background and if he is financial sound
- Direct reporting to the AVP
- Handling product training induction for new resources joining as business bankers for ABN AMRO
- Involved in building emerging market and lead generation
- Responsible for Profitability of business

Jan 2000 to Feb 2005

Manager Development Banking insurance software at RAM Informatics Limited

- Smart Banker ??? Centralized and Web based Banking Solution
- AiM ??? Advanced Insurance Management for LIC
- Trade 2000 ??? Accounting Package for Dealer & amp;

Distributor

- Visiting Clients throughout TamilNadu to install, update, modify and provide technical support.
- Meeting Insurance and Banking hierarchy at Zonal and Regional circles
- Giving Presentation at Zonal Training Center and Chairman's Club
- Follow up of software product sale payments, AMC, Data migration etc.,
- Conducting periodic review of marketing plan, sales strategy and co-ordinate with marketing team.
- Meeting Corporate clients and associate with Tamilnadu government for E-governance project
- Coordinating with technical team and upgrading a version in banking software

Feb 1998 to Dec 1999

**Business Development Executive at Kashyap Radain
t Infoschool**

- It involves total marketing responsibility of the center and brand positioning of the center in the local area.
- Generating enquires thru. Banners, posters, handouts, seminars, campaign etc.,
- Sending Marketing Performance Report to H.O.
- Generating new Corporate clients
- Coordinating with Student's counselor