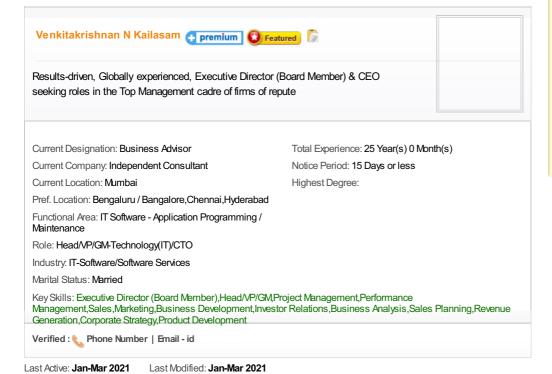


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## Summary

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Strategic Business Leader with natural skills for building new business offerings with over 25 years of rich experience in market expansion, brand building, financial operations and generating new business with innovative branding and promotional strategies in various industries.

Proven excellence in envisioning and creating successful outcomes in complex situations.

Work Experience | Education |

Built a track record of successful roll-outs, management and turnaround of fortunes through effective planning Broad-based expertise in strategy, business development, operations and in leading large teams, both in India and Overseas

Played a key role in turning around an under-performing company by completely changing its business model and strategy and growing annual revenues many times as well as achieving break-even within a year of assuming charge as the CEO.

# **Work Experience**

- Independent Consultant as Business Advisor Jan 2020 to Till Date
- GlobalSpace Technologies Limited as Executive Director (Board Member) Aug 2015 to Nov 2019

Analyzing key business drivers and developing strategies to grow the top and bottom line Identifying new streams for revenue growth & developing plans to build consumer preference Initiating contact with potential customers for developing leads; maintaining healthy business relations with major clientele, ensuring maximum customer satisfaction by achieving performance parameters delivery & quality norms Strategizing go to market planning with coordination with other verticals as per plan

Conceptualizing and implementing business strategies to penetrate accounts and expand existing ones Collaborating with industry influencer and strategic partners to identify new business leads Significant Accomplishments:

Successfully took this Pre-IPO company to IPO working closely with all stakeholders during the IPO process right from identifying and appointing the merchant banker, the legal team, the compliance team and the PR agency Established new strategic direction for leading financial turnaround and building strong leadership team that delivered bottom-line improvement

Recognized for guiding functional leaders in formulating new vision and strategic direction that successfully repositioned divisions as differentiated competitors in the market, adding value and earning prominent role in mainstream corporate strategy

Enhanced the organization's revenue company from the scenario of lowest-ranking profits to double-digit growth

both in terms of revenue and EBITDA

Opened up new verticals that contributed to almost 50% of the annual revenue growth Successfully facilitated a small-sized company acquisition to augment existing product lines

# **Important**

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Spearheaded management team in identifying and correcting critical problems; reduced and streamlined overhead expenses, strengthened product gross margins, overhauled and improved operating processes and systems, resolved quality and warranty issues, and differentiated product lines

Re-established the company as the most preferred one for pharma sales force effectiveness solutions

#### Technology Management Services Ltd as Chief Executive Officer Nov 2011 to Mar 2013

110V 2011 to Wai 2015

Significant Accomplishments:

Administered day-to-day operations of the company and ensured that the operations were consistent with the policies developed by the Board of Directors

Spearheaded change as well as strategized overall revenue growth & profitability, brand building and enhanced shareholder value

Played a key role in turning around the company in 10 months from assuming charge as CEO and grew the business by almost 45% from a cash negative position

Implemented innovative business concept to address under-served niche market and integrated new model with existing one

Pivotal in restructuring the entire organisation to become revenue focussed and customer-centric

Recognized for creating market acceptance and building brand recall value by winning important deals outside the BAI Group

Initiated and concluded partnership agreements with IBM Africa and ACCPAC Africa that contributed significantly to the new income generated

## Intense Technologies Ltd as Vice President - Sales

Feb 2010 to Apr 2011

Significant Accomplishments:

Directed the global sales, channels and consulting organisations with overall responsibilty for company's revenue goals and

growth

Helped company become cash positive in the current financial year by increasing revenue quarter on quarter and bagging high value deals

Developed processes and streamlined sales, consulting and alliances functions to focus on revenue goals and enhanced

customer experience and management

Achieved overseas market penetration by closing net new deals in Indonesia, Malaysia, Fiji Islands and MEA regions and

by also built a healthy pipeline through business development activities and new partner recruitment

Helped set up the sales, consulting and alliances functions in Mumbai from scratch

Developed and expanded partner network comprising of OEMs, SI and VARs across India, EMEA and helped establish reach.

coverage and representation both in the domestic and overseas markets

Improved GTM productivity (moved from monolithic GTM approach to mosaic approach) that delivered an increased net revenue to operating profit spread

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## Education

## UG: B.Tech/B.E. (Electrical and Electronics Engineering) from University of Calicut in 1989

PG: in 0

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## Languages Known

Language	Proficiency	Read	Write	Speak
ENGLISH				
HINDI				
Tamil				
Malayalam				

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## **Affirmative Action**

# **Work Authorization**

Physically Challenged: No

Job Type: Permanent Employment Status: Full time

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