



**K V Srinivas Reddy**

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Business Analyst & Product Owner seeking role in IT Project Management, Requirement Gathering, Business Analysis, Presales Support, Risk Management, Sales Force Automation, User Stories, Use Cases, Wireframing, Agile Methodology, Balsamiq, Justin Mind, Axure, SQL

Current Designation: Senior Business Analyst/ Product Owner -IT Total Experience: 10 Year(s) 0 Month(s)

Notice Period: 1 Month

Current Company: Win Information Technology

Highest Degree: MCA [Computers]

Current Location: Hyderabad / Secunderabad

Pref. Location: Hyderabad

Functional Area: IT Software - Application Programming / Maintenance

Role: Product Mgr

Industry: IT-Software/Software Services

Marital Status: Married

Key Skills: Business Analyst & Product Owner, Product Manager, IT Project Management, Requirement Gathering, Business Analysis, Presales Support, Risk Management, Sales Force Automation, User Stories, Use Cases, Wireframing, Agile Methodology, Balsamiq, Justin Mind, Axure, SQL

Verified: Phone Number | Email - id

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## Summary

Having 9+ Years of Experience in Business Analysis with expertise in Sales Force Automation Product Stock Management, Sales, Finance Modules), also worked on different applications in various domains including Airlines, Financial Services, Healthcare, Enterprise Solution, Insurance, Media, Real Estate, e-Commerce, Travel and Mobility domain. A proficient Business Analyst with a flair for adapting quickly to dynamic business environments and adopting pragmatic approach in improvising on solutions and resolving complex business issues. An effective communicator with relationship management skills with the capability to relate to people at any level of business and management across the globe. As Business Analyst, worked in Agile Methodology (Scrum practices); driving all Scrum meetings planning, retrospective/ review, daily stand-ups)

## Work Experience

■ **Win Information Technology** as Senior Business Analyst/ Product Owner -IT  
May 2011 to Till Date

Key Clients Handled (Product: Mobile Sales Force Automation) - Scrum Master & Product Owner

FMCG, Retail Distribution:

Choithrams FMCG

Lals Group - UAE

Almaya Group - UAE

Shalina Health Care - UAE

Armada Distribution - UAE

Bisleri - India

Alseer - UAE

Transmed - UAE & Lebanon

Sadafo - KSA

Axiom Telecom - UAE

Redington Gulf - UAE

Projects: - Mobile sales Force Automation

Responsibilities

Requirement Understanding, Product Customization basis customer requirements

System Process Flow Diagram

User Stories/Use Cases (Backlogs)

Requirement Blueprint Document with Feature List

Sprint Planning & Delivery

Working with Delivery Team

Project Management - for Few Projects involved in the complete life cycle)

Planning/Scheduling

Solution Demo, Training, and product Sessions  
Product/Project Delivery

Projects List

Choithrams (Current Project Delivered)

Choithrams is a successful group with associates in diverse fields like wholesaling, commodity brokerage, and manufacturing of edible and non-edible items.

Mobile Sales Force automation was delivered to Choithrams Distribution Division which enables the sales team to perform all the sales activities using the mobile application in the market and management to access various insights and helps in taking quick decisions

Lals Group (UAE & Bahrain): Mobile Sales Force Automation (SFA)

LGFMC as Division of Lals Group, leading distributor of leading Food brands (American Garden, Le Supreme, Nestle etc. in UAE and Bahrain. mSFA solution implementation help to automate their distribution process and also to get Realtime insights on the field force.

Sadafo (KSA): Mobile Sales Force Automation (SFA)

SADAFCO has been a leader in the UHT (Long Life) Milk market in Saudi Arabia. We provided a mSFA solution for their van sales, pre sales teams for Sadafo Sales Distribution for all their Gulf Countries. Completed Deployment and roll out to all the Sales Teams in KSA and other Gulf Country rollout in progress.

Amada Distribution: Mobile Sales Force Automation (SFA)

Amada is a leading distributor of premium consumer brands (Evian, Hershey's, Loakers etc.) in the UAE. We provided a mSFA solution for their van sales, pre sales & Merchandisers teams of the Axiom Telecom who distribute various mobile phone brands

Axiom Telecom: Mobile Sales Force Automation (SFA)

Axiom Telecom is the major authorized retailer and distributor of some of the world's most recognizable brands including Samsung, Apple, BlackBerry, Nokia and Givori etc.,

We provided a mSFA solution for the van sales team of the Axiom Telecom who distribute various mobile phone brands

Almaya Group: Mobile Sales Force Automation (SFA)

The Al Maya Group is more than just a chain of Supermarkets and Hypermarkets spread across the UAE. Initial success came when foodstuff was the main trading commodity and with further successes, the Al Maya Group has gradually diversified to other areas like shopping and the business of eating.

Almaya Group also started Distribution of Various Brands in Dubai and Oman, for which we proposed our mSFA solution as a Selling tool which was successfully deployed and Almaya team is having the benefit of using the mSFA

Alseer: Mobile Sales Force Automation (SFA)

Mobile SFA solution for Alseer Van Sales team, solution automates the process of salesman ordering providing real time updates about the field level activities (Store check, Ordering, Collection, and Delivering) of salesman.

Management can view real time updates from the live dashboard, reporting engine to view the execution details of the sales team on the field.

Transmed-SFA (windows 8): Mobile Sales Force Automation (SFA)

Sales force automation solution enable sales team to place order, store check, survey, collect payment, invoice generation, e signature, delivery, and reports. Sales team can also perform merchandising and competitor activities Management team can view the overall sales data, monitor daily sales, sales by each sales agent in real time.

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Education

UG: **B.Sc (Electronics)** from **Andhra University** in **2005**

PG: **MCA (Computers)** from **Anna University** in **2008**

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IT Skills

Skill Name	Version	Last Used	Experience
MS Visio			
POWERPOINT			
Balsamiq			
Justin mind, Axure			
SQL			
MS Word, Excel, PowerPoint			
MS Project			

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Languages Known

Language	Proficiency	Read	Write	Speak
English	Proficient	✓	✓	✓
Hindi	Proficient	✓	✓	✓
Telugu	Expert	✓	✓	✓

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Affirmative Action

Category: General

Physically Challenged: No

Work Authorization

Job Type: Permanent

Employment Status: Full time

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