

# SRAVAN NAGARAM

Presales & Solutioning - Bid Management, Account Mining, Program Management  
**MBA (IT & Marketing), B.Tech. (Electronics & Communications Eng.)**  
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## SUMMARY

- Result oriented professional with around 11 years of combined IT experience in Sales, Presales - Bid Management, Program Management, Account Management,
- MBA in IT & Marketing from ICFAI University, Hyderabad with B.Tech. in Electronics & Communication Engineering.
- Currently working as Presales Consultant – Bid Manager for EMEA region at Tech Mahindra.
- Lead Personal for bid defense meetings, SOW workshops, due diligence workshops and to assist during transition phase.
- Responsible for multiple "Large Deal" wins worth multi-million USD/GBP in US and Europe geographies at Tech Mahindra.
- Adept in Solution Definition, Requirement gathering, Effort estimation and Commercial model setup for hunting accounts.
- Worked as Regional Integrator for USA & Europe for Engineering Services at Tech Mahindra handing a team of 10.
- Worked as a part of Management Trainee (MT) Program at Café coffee Day & Business Standard.

## PROFFESIONAL EXPERIENCE

**Tech Mahindra Limited, Hyderabad**

**Dec 16– Till Date (62 Months)**

### Pre-sales – Bid Management

- Scrutinizing the RFP to seek insights on asks, key solution tenants & straw man the proposal.
- Independently program manage and own medium to large RFIs and RFPs throughout the bid lifecycle across all areas including Managed Services, Service Consolidation, Infrastructure and Cloud Services, Development/ Implementation programs etc. for European customers.
- Driving solution strategy and creating win themes mapped to client's business requirements
- Responsible for customer interface in the form of presentation, due diligence, solution walk through etc.,
- Leading Presales cycle with Stakeholder Mapping & Management right from Bid Qualification to Contract Signing & closure
- Interface with the sales, account teams, service lines and client to present the benefits and value proposition of the solution
- Work closely with the onsite sales team to create proactive opportunities in the existing and new accounts of Tech Mahindra
- Functional complexity classification and fitment analysis to create commercial pricing and effort estimation for proposals based on client requirements.
- Worked on developing & managing RFP, RFI & RFQ responses with deal size ranging from GBP/ EUR 200k to \$ 150 Million
- Awarded & Recognized by Senior Management & Sales Teams by honouring with multiple Bravo & Pat On Back awards
- Working on rebadging proposals / effort estimates in all engagements & cost optimization.
- Revamped the Knowledge Management portal enabling to make it a handy guide for all proposal responses
- Working on all Managed Services, Service Management and Application Maintenance & Support proposal areas.
- Ability to work independently with onsite/offshore solution and delivery team for deal pursuit
- Handling third party vendors, partners and aligning them with our deals, as and when required.

**Regional Integrator for USA & Europe – INSIDE SALES**

- New Business Development Program Management for Europe & US region on engineering Services – Team lead for both North America and Europe Regions, handling two teams so as to drive them to target Regional market development and Strategy planning; Driving Key accounts and technology campaigns across Auto, Rail and Transportation, Aerospace, Energy and Utility, Oil & Gas, Manufacturing, Hi-tech, Medical; Target planning for large accounts, events, prospects and partners.
- Need to maintain proactive relationship between Sales and Inside sales so as to set up the expectations on the different campaigns which are run across the verticals.
- Expanding customer base by planning and executing strategies along with presales teams. High-level strategy development and responsible for maintaining strong relationships with key contacts in existing accounts, as well as developing new contacts and relationships
- Responsible for all the campaigns across all verticals and to track the progress ensuring the business revenues across verticals.
- Presenting TechM offerings & capabilities to potential prospects and existing customers. Leading the Business Development team in driving various lead generation campaigns. Generate and follow-up on opportunities, including qualifying and prioritizing opportunities with new and existing accounts. Provide specific Technology product/solution expertise to facilitate advancement of opportunities. Interact with sales team (incl. Presales, solutions & delivery) to drive the solution and develop and execute solutions strategies for market.
- Monitoring and tracking the leads to closures
- Recruiting, Training and Guiding inside sales team across verticals.

**Process Associate – INSIDE SALES**

- A Single point of contact for Presales and Sales (Market research, lead generation, responding to RFI / RFP / RFQ & Proposal management) in HiTech, Industrial, Automotive, Aerospace, Energy and Utility Verticals)
- Program management for North America new business development.
- Responsible for Generating hot prospective potential Leads and generating business.
- Interacting with clients/customers to gather and define business requirements, and conceptual design.
- Understand the client's industry, unique business needs and requirements, and builds relationships to the executive level.
- Market intelligence, performing SWOT analysis, lead sourcing, managing collaterals, preparation of presentations, flyers, brochures and. case studies
- Conducting primary & secondary research meetings & discussions with the clients to precisely determine their business needs, operating procedures and seek for feedback from the clients, (particularly from C level executives/operational managers/ Middle level to CXO Level) employees.
- Coordinating with all the delivery teams and the client for having a Telecon to understanding their problems, challenges thereby providing them with a compelling solution.

**Sales Manager**

- Handling the team of 18.
- Conducting training sessions for the team regarding company's policies and handling customers.
- Giving leads to the agents for them to generate business.
- Motivating the team in order to get the leads.
- Conducting rewards and recognition for the team.
- Give updates regarding new products on regular basis to the team.

**Management Trainee**

- Meeting HR/Managing Directors/Admin Managers of MNC's and discussing quotations.
- Meeting distributors to negotiate pricing of Coffee Vending Machines and installing them.

**EDUCATION**

Year	Examination	Institution	Board/University
2006-08	MBA	ICFAI National Collage	ICFAI University, Hyderabad
2002-06	B.Tech. (Electronics)	Raja Mahindra Collage	JNTU, Hyderabad
2002	12 <sup>th</sup>	Little Flower Junior Collage	IPE
2000	10 <sup>th</sup>	Methodist Boys High School	SSC

**MANAGEMENT SUMMER INTERNSHIP****Busines Standard, Hyderabad***(6 months: April - Sep 2007)*

- A comparative study on the performance of Business Standard and Economic Times with specific reference to Hyderabad region for the period of 2006-2007.
- To interact with bankers of different employers for as to get the subscription.
- To make cold calls on every weekends and discussing issues regarding the services provided by the company's subscriptions
- On my merit basis received an appreciation letter from the company.
- Highest in getting the subscriptions among the other interns.

**ACHIEVEMENTS AND AWARDS**

- Received an Appreciation letter from Chief Marketing Officer & Global Head of Tech Mahindra
- Received an Appreciation Certificate by hand from SVP & Global Head of Tech Mahindra.
- Received a Momentum for being a "Star" performer continuously.
- Received another momentum in IES GUSTO 2012 in recognition of contribution to Lead Generation.
- Received "5" POB'S for continuous performance and for diligently tracking the progress of the prospects and meticulously tracked it to closure.
- Shown a strong track record in bringing in new logo's (total 5 Wins) and was consistently one of the top contributors among the team, consistently for 3 years.
- Played a key role in initiating in setting up meetings with the clients (top leaders) which helped in establishing and contributing the business need across different verticals, which currently brings in about a 3 Mn Business.
- I am the only member among my peers who was able to achieve all the above.