

Krishna Ragunathan

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Core Competencies: Team Management | Strategic Planning | Effective Go to Market Strategies | New Business Development | Key Account Management & Retention | Customer Relationship Management | P&L Management | Fortune 500 Sales Management | Turnaround & High-Growth Strategies | Contract Negotiations | Budgeting & Forecasting

Key Highlights:

- Specializing in new business development and market expansion
- Combine entrepreneurial drive with business-management skills for gains in revenue, market share and profit performance
- Communicate a clear, strategic sales vision, effectively training and coaching sales team members
- Cultivate excellent and long-term relationships with new prospects and existing customers
- Turn around lagging operations and prepare companies for fast growth and profitability

Experience:

Abicart India Pvt. Ltd.
Sales & Strategy Head, South India
(July 2019 – March 2020)

Key Achievements, Roles and Responsibilities

- Developed and Implemented Abicart India's Sales Road Map
- Developed and Implemented Abicart India's Business Plan
 - Worked on creating Branded Sales Priorities & Sales Budgeting Process
 - Worked with Marketing to Develop and Implement Key Selling Initiatives
- Sales Forecasting
 - Lead the Forecasting Process for the Sales Organization
 - Forecast customer demand to enable the highest possible level of customer service within Objectives
- Successfully formulated SAAS Metrics, Competitor Analysis, Affiliate Program, Working with Marketing for Lead Generation Strategy, Pipeline Management, Pipeline Forecasting, Go-To Market Strategy, Customer Journey Strategy, Cross Sell & Upsell Funnel, Channel Marketing Plans, Value Proposition, Proposal Document, Service Agreement, MoU, Pro-Forma Invoices, Corporate Presentations, Email Templates
- Developed & implemented the Lead Management Process, Inbound Sales Process, Outbound Sales Process, and Regular Sales Events like Webinars, Seminars, Training Camps & Panel Discussions etc.

Happay (V A Tech Ventures Pvt. Ltd.)
Team Leader & Regional Sales Head for Maharashtra (Except Mumbai)
(July 2016 – July 2019)

Key Achievements, Roles and Responsibilities

- Successfully formulated a go-to market strategy, customer journey strategy, cross sell & upsell funnel and channel marketing plans for Pune
- Established relationships within Fortune 500 Companies and other strategic accounts like Bajaj Auto, Anand Group (Gabriel India), Minda Group (Minda Stoneridge), Praj Industries, BVG India etc. Panchshil Realty, B G Shirke Construction Company etc. resulting in a 48% increase in sales revenue
- Worked & Managed the regions P&L as set by the Business heads
- Targeted and penetrated a competitive market resulting in many customers converting from competitors services
- Effectively Handled Processes like Request for Information, Request for Proposal, Business Requirement, Functional Requirement, Solution Design, Solution Pricing, Customer Meetings, Contract Negotiations and Negotiating Legal Agreements
- Compiled a sales funnel that included but was not limited to Bajaj Auto, Tata Motors, Tata Trent, Forbes Marshall, Thermax Limited, Kalyani Forge, Tenneco Automotive, Brinton Pharma, Bajaj Finserv, Bajaj Allianz etc.
- Team Management, Worked on Guide Sales Metrics & Track Metrics helping the team achieve targets

- Helped and guided the team through the sales process resulting in deals with F M India Supply Chain Pvt Ltd, The Indian Card Clothing Company, Revathi Equipments, Fischer Measurement Technologies (India) Pvt. Ltd. etc.
- Built regional relationships and go to market plans with Partners- HDFC Bank, RBL, FCM Travel Solutions, Riya Travels, Way2Cloud Solutions to supplement direct sales and traditional channel functions for Happay's market leading Spend Management Automation Solution
- Regularly met counterparts from partner organizations in order to assess targets on sales KPI's within channel partners
- Regularly Report to Director of Sales

Decathlon Sports India Pvt. Ltd.

Sales Manager for Pune & Chennai, India
(December 2014 – December 2015)

Key Achievements, Roles and Responsibilities

- Managed the P&L account for decathlon
- To generate interest & boost sales, walk-in's, created an active cycling group for Decathlon (India) Pune & Successfully maintained Decathlon Pune's (BTwin - Cycling Department) position in the top ten stores
- Design & layout of the department and product placement
- Successfully implemented strategies to clear old and discontinued stock (From 21 Lakhs worth of old/discontinued stock to 9Lakhs in 10 days)

Cyret Technologies India Pvt. Ltd.

Sr. Business Development Executive for India
(June 2013 – October 2014)

Key Achievements, Roles and Responsibilities

- Mapping the respective target markets (India, US & Middle East), capturing market intelligence and defining the target market for client's product or services
- Profiling Companies & POC's, Qualifying prospects, Pipeline management, generating revenue and acquiring customers, Customer evaluation and procurement, Sales process management
- Conducting surveys and identifying the right business opportunities from target companies, Converting the right business opportunity/lead to an appointment for the client
- Mapping the IT Environment of target companies, Selling ERP Licenses (Oracle Apps & JD Edwards), generating leads on Primavera, Database, Hardware, Web Development, Media Services & Application Development etc.

LegisSupport Services Private Limited (LPO)

Sr. Marketing & Sales Representative for US & Canada
(May 2011 – September 2011)

Key Achievements, Roles and Responsibilities

- Development of best practices for leading successful sales campaigns and repeat sales model that ensures consistent success and revenue growth
- Mapping the respective target markets (US), capturing market intelligence and defining the target market
- Reaching out to Attorneys and Lawyers, setting appointments

Education:

- **CMJ University:** Bachelor of Business Administration (BBA), Marketing (2009-2012)
- **Padmashree Dr D. Y. Patil Vidyapeeth:** Higher Secondary Certificate, Commerce (2003-2005)
- **St. Ursula's High School:** Secondary School Certificate (1993-2003)

Additional Skill Sets:

- Social Media: Active on popular platforms, ability to engage and aware of posting optimally to leverage social media and build connections, pursue closures
- Design: Adobe Photoshop and Lightroom
- Microsoft: Excel, Word and PowerPoint
- Languages Known: English, Tamil, Hindi, Marathi, Malayalam (basic)

Hobbies: Singing, Making Music, Motorcycling, Cycling, Trekking, Travelling, Football