

# SRIKANTH VARMA

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MBA (Marketing & Strategy) from  
IMT - Ghaziabad (2013 - 2015).

## Core Competencies

Business & Corporate Strategy

Sales & Business Development

Program & Project Management

Marketing & Growth Strategies

Strategic Account Management

Competitor Benchmarking

Data & Market Trend Analysis

Business Transformation

Team & Stakeholder Management

Revenue & PnL Ownership

Cross-functional Collaboration

## Education

-  **The Entrepreneurial Edge** from London Business School (2024).
-  **MBA (Marketing & Strategy)** from IMT, Ghaziabad (2015).
-  **B. Pharma.** from Andhra University (2009).

## Test Scores

CAT 2012 by IIMs: - 96.28 Percentile

## Work Experience

**| Strategy Manager (Head of Strategy – India Region) | Danfoss India.** Apr 2022 – Present  
Danfoss is a Denmark based multinational organization with presence across more than 100 countries and market leader across various products in High end Technology, Electronics and Electricals space.

- ② **Strategy & Business Planning:** - Strategy Leader for India Region handling > 1000 Crore INR business with complete ownership of full value chain across functions from strategy planning to execution & business transformation in collaboration with cross functional teams.
- ② **Market segmentation & Competitor Benchmarking:** - Go-to-Market and competitive strategy by further deriving insights from data-based analysis and advise actionable growth recommendations to Regional Presidents / CXOs.
- ② **Data Analysis & Operational Improvement:** - Proactive understanding of emerging market trends, consumer needs through SWOT and data analysis. Incubating new business models through scenario planning and enhancing financial performance. Identify gaps in market to develop, execute, impact strategic initiatives & activities.
- ② **Management Reporting & Board Meeting Presentations:** - Present investment & divestment opportunities and potential risks assessments through executive level presentations to both local and global top management teams facilitating informed decision-making process. Facilitating effective communication and transparency within the Senior Leadership Team by orchestrating monthly business reviews and generating comprehensive management reports, ensuring stakeholders are well-informed and equipped to drive strategic priorities forward.
- ② **Strategic Initiatives & Stakeholder Management:** - Establish and nurture strategic partnerships with key stakeholders, industry leaders, and external advisors to stay updated on industry trends, regulatory changes, and emerging opportunities, positioning the organization for sustained growth and competitive advantage.

**| Business Lead (India, Middle East & Africa) | Honeywell International Inc.** Jun2021–Mar2022  
Honeywell is a multinational conglomerate which is also a global Fortune 100 company with products across various categories like Consumer Electronics, Electricals, Aerospace, Home Automation, building technologies etc.

- ② **Regional Strategy:** - Developed and implemented regional strategies across India, Middle East, and Africa (IMEA) for the successful launch of new products, focusing on product line reinvention and technology advancements through licensing agreements within diverse consumer electronics verticals, in alignment with global organizational objectives.
- ② **Revenue & Profitability Ownership:** - Worked as the primary business leader for the IMEA region, driving revenue and margin growth through the identification and pursuit of strategic opportunities within the consumer electronics, electricals, and home appliances space.
- ② **Business Development:** - Led the end-to-end process of business development, including the identification, negotiation, and closure of commercial contracts with key regional players.
- ② **Strategic Partnerships:** - Cultivated and maintained strategic partnerships with various regional third-party manufacturers across different categories, leveraging persuasive negotiation skills and fostering long-term relationships to maximize business opportunities and drive sustainable growth.
- ② **Key Account Management:** - Supervised key account management activities throughout the business cycle, ensuring seamless coordination and collaboration with strategic partners to optimize performance and achieve mutual business objectives.

**| Program Manager – Category & Strategic Partnerships | Myntra.com** Mar 2018 – Jun 2021  
Myntra is India's largest Fashion E- Commerce Firm with a vision to make the world a more stylish, colorful, and happier place. Myntra is part of Flipkart group primarily owned by Walmart Inc

- ② **Category Management:** - Handled a few digital first celebrity brands on Myntra with end-to-end responsibility of Revenue growth, Margins, Buying & selection with data analysis & insights, OTB & Inventory management, Customer experience metrics, P&L ownership and marketing activations influencing various stakeholders.
- ② **Licensing Business / Strategic Partnerships:** - Led licensing business portfolio across India for all brands under Myntra private labels where I handled end to end business requirements including revenue growth, royalty negotiations, contract closures and marketing activations. Strategic licensing partners handled by me include Disney, Warner bros, HBO, Garfield, Discovery channel etc. with working expertise of dealing with CXO level executives



## Achievements

- Received recognition for embodying Myntra's core value of "Consumer First" by organizing the world's first-ever online version of Comic Con on the Myntra platform, enhancing overall customer experience and engagement, as acknowledged during the Myntra Annual Awards ceremony.
- Honored as the recipient of the Best Business Plan Award at IMT Incubation Week 2014, a prestigious event organized by the Entrepreneurship Cell of IMT. Evaluated by professionals from leading incubator firms in Dubai, the award underscores the excellence and innovation displayed in formulating a compelling business plan.

- International Business & Digital Marketing:** - Launched Myntra private labels in different international markets by listing them on various platforms like Walmart Canada, Noon.com & Namshi.com in UAE etc.
- Customer Experience / Cross Functional Projects:** - Improving overall customer experience of the portfolios handled by me was one of the key priorities. Here I lead multiple projects varying from catalog shoots to organizing various cross functional marketing events on Myntra platform by looping in different stakeholders

### | Territory Sales Manager | Treebo, Bangalore

Apr 2017 – Feb 2018

Treebo is a new age, technology enabled Indian startup in internet space which operates primarily in the hospitality sector with its own online web platform and mobile app. They operate 600 hotels in more than 100 Indian cities.

- B2B Sales:** - Primarily involved in corporate sales where I met decision makers at different multinational organizations and convert them into clients for Treebo.
- Key Account Management:** - Handled all the clients allotted to me for further demand generation and increased occupancy at Treebo properties.

### | Marketing Consultant | Groupon Inc., Hyderabad

Sep 2015 – Mar 2017

Groupon is a global e-commerce market place connecting millions of subscribers with local merchants by offering activities, travel, goods and services etc. with presence in more than 48 countries.

- Key Account Management:** - Led key account management and marketing campaigns for designated areas, maintaining relationships with key accounts and branded merchants, while driving revenue generation efforts to meet assigned targets, ensuring sustained business growth and client satisfaction.
- B2B Sales & Brand Alliances:** - Spearhead B2B sales and brand alliance initiatives, acquiring new merchants including local branded businesses and national chains across the country, expanding the company's merchant network to generate additional revenue streams and enhance market presence.



## Internship (MBA)

### | Citibank N.A – Dubai, United Arab Emirates. | Marketing / Business development

Apr 2014 – Jun 2014

- Performed market research within the Citigold customer segment of Citibank-U.A.E., aimed at identifying major requirements, challenges, and pain points faced by customers, utilizing primary research methods to gather valuable insights and provide recommendations to the top management for strategic business development initiatives.
- Utilize insights gained from market research to drive targeted business development efforts within the Citigold segment, proactively addressing customer needs and enhancing the value proposition of Citibank-U.A.E.'s offerings, thereby fostering client engagement and loyalty while driving revenue growth.



## Project Work

### Live Project: Emami Ltd.

- Collaborated with the brand team of Zandu Balm on a 3-month live project focused on the launch of a new product in the painkiller category by Emami Limited, contributing to detailed concept development encompassing brand strategy, market analysis, and consumer segmentation options.
- Led the exploration of sales and distribution innovations, conducted market visits, and coordinated innovative below-the-line (BTL) activations as part of the project, ensuring thorough planning and execution to support the successful introduction of the new product into the market.



## Certifications

- Corporate / Business Strategy Certification from Harvard Business School – Strategic frameworks and Methodologies.
- Strategy & Management Consulting virtual job experience & Certification from Boston Consulting Group (BCG).
- Lean Six Sigma Green Belt Certification from KPMG.
- Scrum Master Certification from Scrum.org
- Certified Project Management Professional – PMP (PMI Institute)
- Certified in Data Analytics and Digital Transformation with working proficiency of tools like Power BI, SQL etc.



## Additional Details

### NGO Activity

: Volunteered in Diabetes Walkathon Event organized at Zabeel park in Dubai to create awareness to the general public about the life style related diseases like Diabetes

### Languages Known

: English, Hindi & Telugu