

SREEJA NAIR

Phone: 9855076692

Email: sreeja.vssc@gmail.com

Current Location: Pune –Kharadi

Objective:

Dynamic and results-driven professional with proven leadership skills seeking a leadership role to drive organizational success, foster team development, and deliver strategic goals.

Skills:

Channel Strategy Development, Partner Relationship Management, Revenue Forecasting & Analysis, Negotiation & Conflict Resolution, CRM & Sales Tools (C4C, Power BI, SAP B1, Hubspot), Market & Competitive Analysis, Training & Enablement, Program Management, Technical Proficiency, Communication Skills

• Professional Summary:

Total years of experience: 11

Balluff Automation India Pvt Ltd. (2019 Aug-2024 Nov)

Location: Pune

2023 Jan- 2024 Nov

- **Distribution Manager -Pan India, Bangladesh, Nepal, Sri Lanka & Bhutan**

Responsibilities:

Handling Balluff distributors/ channel partners and business development -PAN India, Bangladesh Nepal & Sri Lanka

Designed and executed channel partner programs, Built and maintained relationships with strategic partners south Asia, fostering a collaborative environment to achieve sales targets.

Developed and conducted technical training programs to empower channel partners enhancing their understanding of products Led quarterly business reviews (QBRs) with partners and field sales to align strategies and assess performance. Collaborated with internal teams (sales, marketing, product) to support partner initiatives

Monitored partner performance, addressing areas for improvement to meet KPIs that include Mutual action plans with partners and regional sales team, monitoring point of sales, fixing discount levels for distributors, end users and OEMs, monitoring stock levels, new business development and marketing activities including roadshows, technical presentations, seminars Webinars etc.

Review and modification of annual contract/agreement with distributors, Issuing Distributor certificates, Developed and launched partner incentive program. Monthly visits to end customers -Pan India along with distributors and regional sales team. Arranging annual distributor meets, Designed training completion certificates.

Close coordination with APAC distribution team. Align distribution policies on par with APAC norms, attended APAC distribution management meetings in APAC HQ office.

2021 Aug- 2022 Dec

- **Senior sales engineer -Distribution**

Responsibilities:

Sales and Business Development via distributors/ channel partners PAN 'India, Bangladesh, Nepal & Sri Lanka

Collaborate with distributors to develop sales strategies and achieve revenue targets. Identify new market opportunities within the distribution network.

Develop and maintain relationships with key accounts and stakeholders. Conduct technical training, product demonstrations for sales and marketing team of distributors. Assist in pre-sales activities, such as product evaluations and technical consultations. Provide technical guidance to distributors and their sales teams on product features, applications, selection of products and troubleshooting

Resolve issues related to pricing, delivery, and product availability.

Prepare regular reports on sales performance and forecasts.

Maintain records of distributor activity, customer interactions, and sales metrics

2019 Aug- 2021 Jul

- **Technical application engineer**

Responsibilities:

Analyze customer requirements and recommend appropriate products or solutions after understanding the application.

Customers visits to understand the opportunity and technical discussions with the end user.

Provide pre-sales technical support by demonstrating product features and capabilities.

Address customer inquiries and resolve technical issues efficiently. Trouble shooting/ after sales support to the customers.

Conducting technical trainings for sales team & train customers on products,

Collaborate with engineering teams for tailored solutions.

Products handled:

Pre and Post-sales Support:

Object detection sensors (inductive, capacitive, Photo, magnetic, ultrasonic)

Position detection sensors (Magnetostrictive, laser, ultrasonic, capacitive) temperature sensors, flow detection sensors

Presales support:

RFID and networking products

BI- Balluff India (Distributor of Balluff Automation GmbH). (2017 Nov-2019 Jul)

Location : Mumbai

- **Technical Sales Engineer**

Customers visits, Product selections,

Trouble shooting/ after sales support to the customers, quotation generations.

Key Achievements in Balluff

- Completed sales readiness group (SRG) High-Impact Sales Management program level 1 & level 2.
- Got Selected for Balluff Excellence Sales Talent (BEST) (program designed for future leaders)
- Conducted 2 webinars (available on Balluff website)
 - Precise and Reliable Position Measurement with Balluff Magnetostrictive Sensors
 - Level Up Your Automation with IO-Link - RFID and Smart Light
- Wrote articles on various products for Balluff Blog-Innovating Automation (during the tenure as Technical application engineer)

Vantage Technologies. (2015 Mar-2017 April)

Location : Chandigarh

Inside sales Engineer

Sourcing of semiconductors parts for R&D project in DRDO and ISRO, handling tenders, preparing technical and commercial compliance sheets, Technical discussions with the R&D team for understanding the requirements.

Preparing quotations and Order processing.

C-DAC Centre for Development of Advanced Computing (2013 Jul- 2014 Nov)

Location : Thiruvananthapuram

Engineer Trainee (2013 Jul- 2014 June)

Project Engineer (2014 July -2014 Nov)

Firmware development for Brix computation using MCF5485 processor module, testing of FPGA based analog modules, digital module.

Education:

B tech Electronics and communication Engineering (2009)- Kerala University

CGPA :59.98

AISSCE (Class XII) (2004)

CGPA :67

SSLC (Class X) (2002)

CGPA :87

Extra-curricular activities:

- E &C Department representative for 3 years in the college.
- Participated in various inter college level debate competitions and technical festivals.

Strengths:

- Passionate explorer with a constant endeavor to achieve excellence.
- Quick learner of newer technologies.
- A positive and cheerful team player in any environment.
- Strong analytical and reasoning abilities.
- Techno-commercial skills
- Handling challenges and objections

Personal Details:

Marital status : Married
Spouse's name : Suveen V.S
Daughter : Shreya Nair
Date of birth : 18/10/1985
Languages known : English, Hindi, Malayalam

DECLARATION:

I declare that the above information provided by me is true to the best of my knowledge and necessary proof can be furnished if required in future.

Yours Truly

Sreeja Nair