

Akshat Vatsyayana

Targeting next level assignments in IT/IIoT Sales & Marketing, Business Development and Product Management with an organization of high repute for mutual growth

Industry Preference: Across IT

Expertise in blending creative intellect / insight, sharp planning skills for managing business & meeting top / bottom-line objectives; offering over 8 years of experience in IT Sales, IT Solution, Business Development, and Cross-functional Coordination

PROFILE SUMMARY

- **Expertise in monitoring IT Sales & Marketing**, conceptualizing & implementing sales plans for wide range sales products designed to assure achievement of agreed-to volume, market share & profit objectives; directing business activities, consistently increasing revenue and profits.
- **Unique blend of leadership skills**, leading end-to-end delivery activities and ensuring effective management of various resources to client requirements; capabilities in optimizing / process performance, transformation and product development.
- **Evangelized and promoted digital innovation programs** - Digital evangelist shaping and 'selling' strategic programs and solutions to Key Accounts.
- **Led overall implementation of digital marketing programs including** web, social, search and marketing campaigns for product and solutions reference programs, customer and developer marketing programs.
- **Experience in establishing strategic C-level relationships**; identifying enterprise leads in sales pipeline
- Excellent **technical background** and **industry knowledge**, especially in the areas of **SAP, MICROSOFT, Open-Source Solutions, SaaS, IT/Digital Sols, Cloud, IOT/Mobility, IIoT & Heavy Machinery**.
- Conceptualizing, **formulating & implementing IT sales & strategic plans**, directing business/sales operations, consistently increasing revenue, profits, productivity focusing on new customer addition & customer retention.
- **Client-centric, multi-functional expert**: capable of managing / coordinating large number of key clienteles for the organization; also successfully developed & delivered customizations to support complex business requirements.
- **Excellence in leading new business through the key accounts**; skilled at analyzing market trends to provide critical inputs for sales and business development functions.
- Strong business insight in defining **channel marketing strategy**, including development of channel/ distribution marketing activities in accordance with overall business objectives.
- Recognized for driving significant **business growth** at **TATA Projects Ltd.** by playing a **pivotal role** in **securing a MOU** with **SBI (Mudra Loan)**, which empowered **channel partners nationwide** to market **IoT-enabled RO Plants**, leading to an extraordinary surge in revenue from **INR 1 crore to INR 8 crore** within a **single fiscal year**.

CAREER TIMELINE

Defence Machinery Design Establishment	Sailotech Pvt. Ltd.	TATA Projects Ltd.	Utkarsha Aluminium Dhatu Nigam Ltd.	Vrata Tech Solutions (Arvind Mafatlal Group)
Oct'15 – Aug'17	Aug'17 – Aug'19	Aug'19 – Jun'21	Jun'21 – Dec'22	Since May'23
Planning Assistant	Inside Sales Executive	Consultant	Project Engineer	Business Development Manager

CORE SKILLS

- IT Sales Strategy & Consultancy
- Enterprise & Institutional Sales
- New Business Development
- IT Software Solution Selling
- Integrated Account Planning
- Pipeline Management
- Strategic Alliances & Partnerships
- Strategic Sales Planning
- IT Product Management & Promotions
- Client Relationships Mgmt.
- Annual Sales Plan & Revenue Growth
- Key Account Management
- CXO Relationship
- Team Management & Leadership
- New Acquisition & Competitive Analysis

ACADEMIC DETAILS

- Bachelor of Technology (B. Tech), Mechanical Engineering, from Shankara Institute of Technology, 2010 - 2015

CERTIFICATION

- CAD – The CAD Desk Ltd.

WORK EXPERIENCE

Since May'23: Vrata Tech Solutions – (Arvind Mafatlal Group) as Business Development Manager

Key Result Areas:

- Steering sales & marketing functions; implementing sales promotional activities as a part of product launch, brand building and market development effort; developing new business for various clients for products including **SaaS Solutions, Open-Source Solutions, SAP, Customized ERP Solutions, IIoT, IT Infra, Digital Transformation Solutions, IoT, Mobility & EAM.**
- Developing strategies for building consumer preference and drive volumes and ensuring maximum brand visibility and capture optimum market shares.
- Managing several distribution activities regarding IT sales, marketing, customer acquisition, customer relation management, maximizing revenue, activation, and driving marketing initiatives for achieving business goals.

Key Achievements:

- Spearheaded initiatives that resulted in the generation of an impressive ₹1.2 Crore in revenue for the company.
- Successfully established and nurtured relationships with six key partners and alliances, enhancing the company's network and market presence.
- Efficaciously analyzed client requirements, conducted negotiations, and managed performance quotas to consistently achieve and exceed targets within specified timelines.
- Cultivated and sustained relationships with key decision-makers in Corporate and Large Enterprises, playing a pivotal role in key account management and collection efforts.
- Addressed customer issues and grievances, ensuring optimal satisfaction and driving end-to-end business for SAP S4 Hana, SAP B1, and associated solutions like BEAS & B1UP by Boyum IT Sol.
- Led alliances with current Microsoft Gold Partners to capture markets related to F&O, BC, and Power Apps, contributing to the company's success in Microsoft Business Solutions.

Jun'21 – Dec'22: Utkarsha Aluminium Dhatu Nigam Ltd. as Project Engineer

Key Achievements:

- Achieved a remarkable 7-digit profit, showcasing strategic financial management and business acumen.
- Successfully secured ₹1500 Cr in angel investment, demonstrating the ability to attract and manage substantial financial resources for business growth.
- Obtained approval from Niti Ayog for Detailed Project Reports (DPR), a testament to regulatory compliance and effective project planning.
- Managed investor relationships, maintaining a balanced debt-to-equity ratio and securing tie-ups with financial institutions, ensuring optimal financial health.
- Orchestrated the entire bidding cycle, from proposal submission to order management and billing schedules, ensuring seamless project execution.
- Interacted with stakeholders including DPSUs, PwC, AGR, F&S, etc., resulting in valuable insights and market positioning.

Aug'19 – Jun'21: TATA Projects Ltd. as Consultant

Key Achievements:

- Successfully achieved an order booking milestone of Rs. 24 Crores, leading to a strategic transfer to Mumbai as the Utility Services Representative at TATA Projects Ltd.
- Established key partnerships with prominent entities such as BARC, Divi's Laboratory, VSTF, and Sight Savers, resulting in an extraordinary 200% revenue growth and maintaining a record three-year low attrition rate for both Channel Sales Executives and partners.
- Notably, contributed to expanding B2B/B2C accounts through impactful presentations to CXOs, showcasing offerings including TQ Mall, Multipurpose Water Mall, RO Plants, and Pump Starters.
- Played a crucial role in aligning TPL's IoT/IIoT solutions with legacy ERP systems (SAP/Infor, etc.) to meet the unique demands of enterprise clients across diverse sectors including Aviation, BFSI-NBFC-Insurance, Manufacturing, Education, Energy, Government, Healthcare, Retail, and Pharmaceutical.

Aug'17 – Aug'19: Sailotech Pvt. Ltd. as Inside Sale Executive

Key Achievements:

- Successfully marketed orders totaling Rs 6.5 Crores, showcasing adept sales and marketing skills in meeting and exceeding revenue targets.
- Developed and nurtured four channel partners for the GST filing product "XATTAX," resulting in the creation of six new revenue points across four accounts.
- Expanded channel partner network across Telangana & Andhra Pradesh, demonstrating proficiency in strategic business development.
- Led the e-tendering and end-to-end bidding process, contributing to streamlined operations and successful contract acquisition.
- Successfully achieved expected revenue and profitability quotas from the assigned region, showcasing a results-oriented approach to business development.
- Built and maintained a successful sales pipeline, ensuring a consistent flow of opportunities and a high degree of attention to day-to-day activities related to various solutions.

Oct'15 – Aug'17: Defence Machinery Design Establishment as Planning Assistant

Key Achievements:

- Planned and executed orders totaling Rs 32 Crores, demonstrating effective strategic planning and execution capabilities in driving substantial business transactions.
- Provided crucial assistance to the Sales Manager in preparing bids and RFQs, contributing to the development of winning proposals and securing business opportunities.
- Spearheaded end-to-end sales activities, including lead generation, initial contact, pitching, demonstrations, and closures for the designated product and solutions, showcasing a comprehensive approach to the sales process.