Dear Hiring Authority

I am writing to express my interest for suitable senior level position with experience in consulting with Fortune companies, thorough understanding of the exposure to various industry clients, comfort with electronic CRM systems, exposure to the global markets environment, engaging with key stakeholders like investors, analysts, fund managers, delivery and communication to business partners on current performance, market outlooks and projected milestones, analyzing business performance parameters, identifying gaps/improvements and charting roadmaps, record of managing and closing multiple mid-sized deals, Constructive approach to dealing with conflict; strong mediation skills, ability to drive modernisation and change, efficiency day to day functioning, Identifying M&A Targets planning & conducting due diligence, execute Private Equity and Capital Markets transactions, build the supporting team, exploring new business opportunities, Developing Cost Saving initiatives, Analyzing & improving strategic marketing campaigns, managing acquisitions through the successful integration and merging of businesses, ability in launching products, Company corporate Brand and Image development, track record of successfully scale organizations, managing organizations with disparate locations and global presence, build a high performing team, develop short and long-term organizational strategy and plans, tracking and monitoring organizational performance, operational and financial improvement initiatives, established credible relationships in the market, increase sales and client satisfaction, all hands meeting representation, Establish the performance goals, allocate resources, and assess policies for senior management, experience in board area, ability to persuade and motivate people, both internal and external,with Ability to interpret market trends, commercial experience, corporate strategy experience, planning deliverables, structuring and overseeing work, Excellent presentation skills,Ability to juggle multiple priorities, leadership to the day to day operations, maintaining a keen focus on the company's strategic goals, strategic account planning and execution, Developing sales quotas and sales plans, publish written research, engage clients and prospects to build their trust and loyalty, sales methodologies for account base, Knowledge of Securities and Exchange Commission (SEC) disclosure requirements and filings, effectively communicating the company's operational and financial performance, investor relations, finance, and corporate communications, prepare industry outlooks and related research on the credit implications, cultivating the organization's vision, long term strategic and financial plans, experience in revenue and sales growth;, Create and drive a marketing strategy, continuous improvement of business processes, expense, cost and margin control; and monthly, quarterly and annual financial goal management, all hands meeting, meet budget and other financial goals, Well developed, executive level business judgment,Excellent strategic project management skills as well as identifying and assessing opportunities based on economic, client segment, competitive and market analyses, effective planning, delegating, coordinating, staffing, organizing, and decision making to attain desirable profit making results, Strong focus on results - P&L management, Risk taker with results in mind, Extensive knowledge in the various industry, business planning, financial management and KPI reporting capability, experience providing customer and senior level management presentations, business planning, financial management and KPI reporting capability, PMP or Prince 2 knowledge, track record in generating sales targets, experience in execute and drive the Company's marketing and brand vision, develop new marketing initiatives through various media and marketing platforms, Creates new promotional and revenue opportunities, demand generation, managing in excess of 100 employees, complete account management and project management of the bid ,financial and sales results, Manage budgets, A&P spend, payroll expenses and general revenues, development of subordinates, Monthly reporting to management, solid management background, excellent negotiation skills, performs public relations activities of the company, maintain visibility, external functions and events, interpersonal and analytical skills and the ability to think strategically, develop strategic plans, manage all operations, Proficient knowledge of Microsoft Office to include Word, Excel modelling, Ability to work a flexible schedule, Ability to work well with people, in a team environment, and to communicate effectively, Experience in multi-tasking of projects and project management, with supervisory/management experience with Global accountability, Monitoring competitive environment, identifying key market and business information, Develops and implements strategies to grow the organization’s business and market share, handling end to end product mangament, planning, directing and coordinating commercial operations, developing strategies, formulating policies, managing sales operations and implementing plans,performance of the market situation analysis and process optimization, Establish organizational and functional structure, operations of assigned department(s),marketing strategies,expand service offerings and increased revenue streams, Comfort with formulating analytical approaches, corporate reporting, staffing, financial matters, improved efficiencies and management of complex lease and operating agreements, Revenue Management and pricing strategies, provides functional direction, with constructively share objective analysis and insights , link strategy with financial plans, excellent English language skills, managing in a matrix environment, track record of stakeholder management, experience of working in an international environment, excellent writing skills, overseeing all aspects of the sales, marketing, revenue and reservations functions, implement plans for accelerating growth, identify opportunities, analyze, select priorities, analyze the results, define and continuously refine the strategy and roadmap, developing and implementing strategical and tactical plans, provide input, direction and support for all revenue producing areas, liaise closely with other key internal departments, manage corporate reputation, industry partnership, research and information management, attract and develop high caliber technical talent. with profit and loss, employee satisfaction increase, increasing addressable market, withExcellent Excel capabilities, Willingness to travel, product roadmaps, and business sales forecasts, effective use of private equity capital investment, in constantly evolving environment, increase market share, Management Reporting, Analysis vs Budget, and forecast for each department, Headcount monitoring, cost analysis Analysis of Capital expenditure against investment targets, skill in preparing presentation for senior level management, interacting and interfacing with board, manage several concurrent projects in a deadline, strategic initiatives (revenue and efficiency), thought leadership,Well established networker and relationship builder,industry and product segmentation, business presentations & tie up with internal & external stakeholders, revenue recognition, management reporting (revenue, expenses, KPIs, trends), monitorP&L to identify cost improvement and revenue generating opportunities, process improvement opportunities.I would welcome an opportunity for a personal interview to discuss your organization’s needs and the results you can expect from me in addressing those needs. **Sincerely, Rajneesh Kumar Enclosed: Resume**

**Rajneesh Kumar**

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A highly-skilled **Professional** with extensive experience in consulting & PR,marketing, businessdevelopment skills and commercial roles in leading various High impact **Global projects** and knowledge across various industries and models**.** Proven talents include creating and implementing innovative strategies and programs that positively impact.

# **PROFESSIONAL COMPETENCIES**

**Primary Capabilities:**

* Adept at consensus building and problem solving.Exceptionally skilled at creative problem-solving and planning and implementing programs that drive growth.
* Skilled in senior level presentations and relationship building.
* Proven ability to work in cross-cultural environments with virtual teams
* Excellent interpersonal and communication, Time management & Team Collaboration skills.

**Main Areas of Expertise:**

Market Entry Strategy ~ Business Case ~ Competitive Analysis ~ Blue Ocean Strategy ~ Account Profitability Model ~ Bottom up Market Analysis ~ Global / Virtual Team Leadership ~ Project Management/P&L ~ Market Research ~ New Business Models ~Due diligence~Senior Level Presentation/Interaction.

**Key Assets:**

* Strong Analytical and Good listening, intellectual and problem solving skills.
* Positive work ethics and Excellent Teamwork.Flexible and Adaptable. Change agent, good at Relationship.

**Career Highlights :**

* **Lead high impact Global projects resulting in incremental revenue during downturn and**
* **Lead the growth and standardization and process optimization of various key projects.**
* **Lead negotiations of contract with Vendors.**
* **Well executed cost management and lean transformation resulted in significant operating expense reduction. Achievement of operating margin of 30.5%**
* **Lead Revenue Increase to 33%(2008-2009) ~ 17%(2009-2010).Increased Account profitability by 38%**

**Certification:**

Global Business Strategy Certification **Manchester Business School**, **U.K.**

# **WORK EXPERIENCE**

**Company: SAP**

**Role:** Principal Consultant Reporting To : EMEA (Region)

**Company Profile:** Providing Enterprise software product and solutions and services across the globe.

**Duration:** Sept 2006 till present

**Major Role:**

* + Played a pivotal role in **Leading strategic projects under COO Board area of High Impact.**
  + **Thought leadership on various High impact projects.**
  + Created virtual teams, and conducted knowledge transfers (Trainings) to achieve business goals and objectives. Vendor management, performance and resource utilization and budget reports .

**Other Main Functions:**

*Solutions:*

Worked for stakeholders,in the board area, conceptualizing, framework, plans for various high impact strategic Global Projects for incremental revenue, drive important strategy initiatives in concert with the strategic councils and boards, promote revenue, profitability, engaging with key stakeholders like investors, analysts, fund managers, delivery and communication to business partners on current performance, market outlooks and projected milestones, and growth of organization, execute Private Equity and Capital Markets transactions, build the supporting team, exploring new business opportunities, Identifying M&A Targets planning & conducting due diligence, exploring new business opportunities, Developing Cost Saving initiatives, Analyzing & improving strategic marketing campaigns, ability in launching technology products, framework and roadmap for execution and continual improvement, day-to-day profit & loss (P&L) operations, efficiency day to day functioning, ability to drive modernisation and change, Company corporate Brand and Image development, develop short and long-term organizational strategy and plans, budgeting, portfolio management, governance and thought leadership , quick turnaround, all hands meeting representation, public relations but is particularly focused on communicating the company¿s government affairs and public policy issues, executive support, crisis communications,operational and financial improvement initiatives, tracking and monitoring organizational performance, cultivating the organization's vision, Oversee quarterly earnings calls including the creation of press releases , managing acquisitions through the successful integration and merging of businesses, Propose new offers and solutions to drive growth of product lines, successfully working with channel partners to grow revenue, strategic account planning and execution, Developing sales quotas and sales plans, delivery of the company’s annual report to stockholders , representation investor conferences, Develop messaging, content and tools to effectively communicate the company’s value proposition, shape messaging to industry analysts, thought leader for the products and solutions, go-to market plan, Conduct win/loss analyses and customer segmentation, effectively communicating the company's operational and financial performance, investor relations, finance, and corporate communications publish written research for companies, prepare industry outlooks and related research on the credit implications, long term strategic and financial plans, financial progress/business performance, continuous improvement of business processes, Create and drive a marketing strategy, Online Demand generation programs, lead generation programs, messaging, Customer Marketing programs, develop strategic plans, identifying and assessing opportunities based on economic, client segment, competitive and market analyses, Product or service line extensions,Entry into new business or segments, Development and analysis of longer term market, economic and competitive environments, evaluating prospective products or services or reviewing potential service line changes or expansions in to new segments or business lines,directing and coordinating commercial operations, performance of the market situation analysis and process optimization,expand service offerings and increased revenue streams, overseeing all aspects of the sales, marketing, Revenue Management and pricing strategies,Business process enhancements,Analytical capabilities and tools, developing and implementing strategical and tactical plans, provide input, direction and support for all revenue producing areas, industry partnership employee satisfaction, increasing addressable market, research and information management, meet revenue and expense budgets, Assists in planning budget for company, demand generation, maintain visibility, managing in excess of 100 employees, experience in execute and drive the Company's marketing and brand vision, develop new marketing initiatives through various media and marketing platforms, Creates new promotional and revenue opportunities, external functions and events, Manage budgets, A&P spend, payroll expenses and general revenues, manage corporate reputation, development of subordinates, handling end to end product mangament, planning, conduct interviews and hire new staff, Lean management experience, process improvements, strategic business plan, drive organizational results to attain defined business growth plan,product roadmaps, and business sales forecasts, industry partnership, efficiency in the day-to-day operations, acquiring, Management Reporting, Analysis vs Budget, and forecast for each department, Headcount monitoring, cost analysis Analysis of Capital expenditure against investment targets, Global planning process, Track projects, increase market, net revenue growth, P&Lresponsibility, overall administration, sales, operational and financial performance, Establish organizational and functional structure, expand service offerings and increased revenue streams, corporate reporting, staffing, financial matters, improved efficiencies and management of complex lease and operating agreements, HSE legislation and Ethical Compliance, build and maintain relationship with all members in the entrepreneurial ecosystem, generate demand for all programs, identify data, collect and analyze, structure and present data to support growth, managing budgets, strategic initiatives (revenue and efficiency) critical projects and people,thought leadership, scope and Manage key initiatives by influencing and aligning stakeholders, creative solutions to business challenges, internal and external communications, national and international industry representation, significant management responsibility for staff, P&L and operations in a start-up environment, business strategy for country operations, financial modeling,ability to set up the problem, manage projects against tight timelines, maximise profitability and growth by accelerating international expansion,drive Operations Strategy, corporate Sales & Marketing strategy and plans, demandgeneration,maximizing revenue, driving performance improvement in the areas of manufacturing excellence and efficiency, continuous improvement, accelerating international expansion, employee engagement and on-going development , Operations Review process, strategy for country operations, maximize profitability, maintaining cost control, commercialization, evaluate potential new investments and their structure and business viability, annual budget process, financial planning and costing guidelines, business planning including resource acquisition and allocation, growth & profitability of the business in a region, develop a strategic plan, developed the frameworks of company operations to insure efficiency, quality, service, proper protection of customer and Company data, automate process, ensure corporate-wide compliance of best practices ,and cost-effective management of resources, acquiring and integrating companies, development of new revenue opportunities, developing a vision, implement strategies for generating resources and/or revenues, assist in identifying acquisition and merger opportunities, develop marketing activities of the company building a road map for large scale projects, leading the marketing efforts, established and emerging markets, Develop / refine marketing strategies, driving sales in a complex environment, Drive market research, Create and fine-tune messaging strategies, accelerate growth through organic investments, develop business models and sales strategies, direction, strategy, execution and policy development, establishes pricing and market strategies, Develops sales forecasts, program planning with both internal and external customers, Leads pre-contract activities as well as contract negotiation activities, Identify growth opportunities, execute acquisition and partnership opportunities,develop and maintain industry partnership, Engaging with assigned strategic stakeholders, advise stakeholders as trusted advisors, continuously improve processes, Deliver status and usage reports/analysis/recommendations, develop dashboard, Defines annual business objectives, change programs, policies, processes, standards, Works with a cross functional team of direct and indirect reports.

*Management Achievements:*

* Inspired new energy and confidence within the team by demonstrating personal enthusiasm. With creation of ESCAPEgroup for better team collaboration. Crafted : Zoom In sessions (Best practice sharing).

*Impact of Activities:*

* The recommended new initiatives resulted in an incremental revenue. Suggested various process improvement initiatives for better alignment and stakeholder satisfaction.

*Concrete Results:*

* Consistently exceeded expectations in the company, with high performance ratings and promotion.

**Company: Cranes Software International**

**Role:** Consultant Reporting To : Vice President (APAC)

**Company Profile:** Providing Engineering Simulation software product and solutions across the globe.

**Duration:** June 2005 to Sep2006

**Major Role:Instrumental in setting up CES** (Consulting Division), for strategic projects focusing on :

* + **defining annual business objectives, Business Planning and revenue planning,** **Mergersand Acquisitions and post merger integration.**
  + **Plan, prepare and organize media events.**
  + **Deal engagement with High Net Industry Clients.**

**Other Main Functions:**

*Solutions:*

* Worked for stakeholders in conceptualizing models, framework, tools for setting up CES operations, Bid Management , Resource Management, planning for accelerating the revenue growth, opening up of additional revenue streams,defining annual business objectives, Business Planning and revenue planning. Plan, ndustry and product segmentation, Mergersand Acquisitions and post merger integration prepare and organize media events. Managing media relations (MR) activities focusing on strategy and financial CommunicationsPlan, prepare and organize media events Social media strategy development, Press release and blog strategy, deal engagement with High Net clients **in various industry,** partner engagement business partnership opportunities. Worked for development of SBP (Strategic Business Plan) for CES division and Inventex EPM suite of products. Worked for due diligence for partner selections and identifying potential acquisitions.

*Management Achievements*

* Established company as the leader within engineering simulation market with renewed focus redefining the image.Enabled the Company to be lauded as a **VBM model** in **Innovation Summit.**

*Concrete Results:*

* Recommended new initiatives resulted in incremental revenue.

**Company: Innodata Isogen**

**Role:** Executive

**Company Profile:** Provided knowledge process and information technology services for information-intensive companies.

**Duration:** 2001 to 2003

**Major Role:**

* Instrumental in setting up frameworks for strategic projects focusing on:
* **Recurring Revenue Stream. New** **Market opportunities and Intelligence**.

**Other Main Functions:**

*Solutions:*

* Interacted with executive leadership teams to manage client needs and expectations. Led fact-finding meetings with executives and functional teams to develop business requirements.
* Instrumental in the setting up a cross-functional team from geographically diverse regions, in tandem with the senior management initiative, built the workforce from 4 to 30. Developed structure and processes to

support growth. Setting up the process for billability, delivery/pipeline. Build the **competitive frameworks, market opportunities** for **market intelligence**. Developed performance report’s for

division.

*Management Achievements*

* Implemented industry best-practices, created new and improved processes, and hence successfully
* optimized and stabilized internal and customer-facing operations processes.

*Impact of Activities:*

* Better accountability of profitability.Reallo­cated costs, created an energetic, results-driven culture.

*Concrete Results:*

* Achieved promotion to Team Manager.

# **PROJECT’S UNDERTAKEN**

With leading international firms (Identified high-value improvements **for various client).**

# **EDUCATION**

MBA/PGDM :MBA (Marketing and Finance) IMT Ghaziabad (6.95/9) . Bachelor of Engineering (Mechanical). (72.07%)

# **SKILLS & INTEREST**

PMBOK, SEC filling, Financial analysis,NPv,Program Management, Balance scorecard, strategy maps, Salesforce CRM, XML knowledge, MS office, stastical models, Customer Relationship Management, factiva , onesource, hoovers, process automation, condition monitoring SPSS knowledge,multivariate modeling, conjoint analysis,Ms Project, SAS / SPSS, conjoint models, statistical market research models with marketing models .

**Research Area :** Key Account Management and Planning,

**Interest :** Passionate about helping Less Fortunate, Silva Mind Control, Traveling and Rafting.

**Personal Qualities** :Flexible and open minded, Empowers individuals and teams (releasing potential), Enthusiasm.