

Sabareesh Natarajan

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SUMMARY

Interested in People Management through effective strategies and utilizing the power of digital media to the fullest. Excellent in Communication Skills and has a highly entrepreneurial head on the shoulders.

Areas of Experience Marketing/ Sales/Operations/Relationship & Account Management/Customer Support/Supply-Chain/Networking/Brand Promotions / Customer Acquisitions & Retentions/Team Building/Event Management/Negotiations & Closures.

ORAVEL STAYS INDIA PRIVATE LIMITED (OYO ROOMS)**Micro Market CEO – Coorg (May 2015 – Present)**

As a Micro Market Head, My Responsibilities in a nut shell include,

- Overall P&L of the business.
- Driving Cross functional projects directly impacting customer and partner experiences.
- Creating a vision, Roadmap and execution strategies for the business geography.
- Working closely different stake holders – Customers, City and Central Teams, Partners.

Market Growth- Leading a team of 5 Members and have grown the overall GMV of the market.

Market Penetration – Have Widened our network presence in Coorg region by identifying & on-boarding more partners into the network and growing supply in the region almost by 75%

Sales - Identification of avenues for local partnerships with multiple travel agents and avenues in the region to drive the market growth and bringing innovations in travel by introducing customizable & Budget friendly packages.

Operations - Managed existing partners in the network through 100% Quality Audits to maintain standards & compliances & offer a smooth customer experience and by drastically improving on the customer happiness metrics by maintaining the levels on par with company's expectations.

Demand Innovation Manager (Nov 2015 – Apr 2015)

As a Demand Innovation Manager, my responsibilities and achievements in a nut shell included,

- Identifying the strategies and channels that will have direct growth impact in Sales.
- Identifying and executing partnership opportunities that will increase the visibility of the brand.
- Identifying and executing activities that will increase App downloads and adoption.
- Identifying Corporates and partnering with them holding responsible for managing their accounts end to end.
- Ideated the Campus Ambassador Program for the organization which majorly helped App downloads, Brand Visibility and Sales.
- Lead the Micro Market Sales for a particular geography in Bangalore and helped move the team as one of the top performing markets in the country and also finished as one of the top performers in the south region.

MARKET XPANDER SERVICES INDIA PRIVATE LIMITED (LeadSquared)

Manager – Partnerships & International Sales (July 2015 – Nov 2015)

LeadSquared is a successful CRM startup working with 300+ companies globally helping them sell faster over teams using excel sheets and old school CRM's.

My responsibilities included,

- Launching South East Asian markets for the organization by closely working with CEO and other management executives.
- Identifying reselling partners across global markets and successfully onboard them.
- Identifying direct sales channels to penetrate into global markets.
- Brand Promotions and Visibility campaigns across the globe through online strategies.
- Identifying prospects and pitching to them the offerings and successfully increase the customer base across different industries in India & abroad.
- Representing the organization in various business conferences and meetups.

KEYSLAB SOFTWARE INDIA PRIVATE LIMITED

Head – Sales & Marketing (Jan 2012 – Jun 2015)

Keyslab is a Web Development and Mobile App Development Enterprise working with more than 200 Domestic and International Clients in the last 3 years supporting Small Businesses go Online.

My Responsibilities in a nut shell included,

- Handling both operations and Sales for the company comprising of Websites, Search Engine Optimization, E-Commerce Applications, Mobile apps and other customizable mobile and desktop applications.
- Bringing variety of projects to the company via cold calls, Networking events, referrals and through prior inside sales practice.
- Being a part of the project teams right from collecting user inputs to delivery and maintenance.
- Representing the company at various forums like the Business Networking International (BNI) for instance and at other events.
- Forming, Strategizing and leading teams during the course of various projects.
- Have been part of most of the deals from day 1 closely monitoring the experience and guiding the teams to deliver excellence.
- Have grown the business taking it from 2 employees, 5 Customers and 2 offerings to 25+ Employees, 100+ Customers and 5+ Offerings and along with account maintenance and renewals.

LEADERSHIP SKILLS

- **Founder**, Students Creative Association, A Registered Community with a floating 300+ members started in 2008 primarily for self-development and development of the under privileged.
- **Creator**, Young Expressions, A State level inter talent meet with 15000+ Participants between 2008 & 2012.
- **Fundraiser**, Make a Difference, NGO focused on providing quality education to the less fortunate.
- **PR Head**, Rotaract Club of CUG, Coimbatore
- **Founding Member**, Westibule English Society, Coimbatore
- **Head Boy**, Lisieux Matriculation Higher Secondary School, Coimbatore.

ACADEMIC CHRONICLE

2012, BE Computer Science Engineering, Sri Krishna College of Engineering & Technology, Coimbatore.

2008, Lisieux Matriculation Higher Secondary School.