

## Contact

[www.linkedin.com/in/raghuranavadhanam-b141b612](https://www.linkedin.com/in/raghuranavadhanam-b141b612) (LinkedIn)

## Top Skills

People excellence  
Culture Change  
psychology

## Languages

Bengali (Limited Working)  
Tamil (Limited Working)  
Swahili (Elementary)  
Telugu (Full Professional)  
Kannada (Limited Working)  
Hindi (Full Professional)

## Certifications

Global Wipro Leadership  
IBM Certified Program Manager IT Services  
L&T certified Project Management Trainer  
Google certified Cloud Digital Leader  
Certified Corporate Director

# Raghuram Avadhanam

Head Digital BU Delivery Transformation EU and Culture  
Ambassador  
Hyderabad, Telangana, India

## Summary

Raghu is a technically sophisticated and business savvy management professional with continued career progression & documented history of bridging technical and managerial acumen in turning around IT, Engineering coupled with insightful exposure to business process, IT Product & Services and global delivery management. Raghu is skilled in portfolio management and business modeling for various types of business scenarios with proven track record in driving new business by conceptualizing strategies, developing new client accounts, articulating product value proposition and ensuring buy-in at the stakeholder end. In-depth experience in resource administration & optimization and quality management of the product / software application, established Offshore Delivery Centre. Well versed with Industry Domains ENU, CMI, BFSI, Infra and IT and ITES.

### KEY CAREER ACHIEVEMENTS:

#### FINANCIALS

OB of \$725 MN; Largest Order of \$95 MN  
P&L \$230 MN for a large account  
OM 35 to 40 % with cost optimization

#### PEOPLE MANAGEMENT

Managed over 23000 people with single largest account with 8105 people, groomed over 365 leaders into PMs, PgMs and DMs  
Vision & Strategy formulation for SBU and large accounts, Culture, Innovation and Team Building initiatives with  
HR

#### DELIVERY EXCELLENCE

Managed over 32 major Global ERP and IT programs across clients in Americas, EU, MEA, Australia and Asia  
Implemented Managed Services, Pay per use, Outcome based pricing and delivery models.

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## Experience

### Wipro

8 years 6 months

#### Head Digital BU Delivery Transformation EU

April 2023 - Present (1 year 6 months)

Hyderabad

Head Digital BU Delivery Transformation Europe and Culture Ambassador managing Order Booking, Financial Performance and managing the Portfolio of Services from Digital Business Unit. Raghu has gained confidence in managing

the client expectations and achieved a steady growth with good OM, People excellence, and Improved

Customer Experience including contribution to Culture and 5 Habits.

Establishing, Nurturing & Enabling GenAI practice and achieving client adoption. delivered 140 use cases and 104 POCs with 5 client adoption within 3 months with an OB of \$320k.

#### COO for large \$230MN account and Culture Ambassador

January 2021 - March 2023 (2 years 3 months)

Hyderabad, Telangana, India

COO for large \$230MN account managing Delivery and Operations ensuring healthy OB & OM including integrating services across multiple portfolios across Wipro Service-lines. Delivery Excellence culture and 5 habits implementation and adoption of new technology like Metaverse and digital marketing.

#### Digital Transformation Lead, BFSI

April 2018 - January 2021 (2 years 10 months)

Hyderabad, Telangana, India

As a Digital Transformation Lead Raghu delivered a large program for a UK Bank closely working with client leadership and Wipro delivery team. The program included ERP and digital platform implementation across 23 countries.

#### Pre-Sales BU Lead ENU & EC (Modern Applications Integrated Services) & ENU Domain consulting

April 2016 - April 2018 (2 years 1 month)

Hyderabad Area, India

Wipro is a leader in providing Modern Applications Services (MAS) to global customers. My role as BU Lead for 2 verticals ENU & EC (Energy Natural Resources Utilities, Engineering Construction) and Communication, is providing integrated solutions across MAS. The role includes proactive pitching to customers and Demand Generation, heading the Pre-sales and solutions function. Large Deal Management and creating value proposition to customers. Exceeded targets and achieved \$293 MN and OB in solutioning for SAP, Testing services, Wipro Digital solutions, Topcoder etc. added 8 new logos working with Global Sales leaders to win business and generate Order Book and provided niche Engineering solutions on Hybrid cloud. Handled Delivery end to end and built Engineering practice in EAM.

### L&T Technology Services Limited

BU Head Global Alliances and Consulting

May 2015 - March 2016 (11 months)

Raghu created a new business stream for L&T Technology Services by bringing multiple Global Alliances during 2014-15. Capitalizing on the potential opportunity L&T TS created a new Business unit Global Alliances and Consulting.

In this role Raghu is responsible to enable Sales and Delivery teams across the organization to take advantage of alliances and grow the business. He is responsible to create, nurture and mature alliances.

Raghu is also responsible to set-up and run the consulting practice for L&T TS in the area of Engineering Services and Engineering IT and enable to move up the value chain from mere project execution to Consulting, Problem Solving & providing Solutions to customers.

### Larsen & Toubro Technology Services

BU Head Oil & Gas Vertical and Practice Head Asset Management

June 2013 - March 2014 (10 months)

Vadodara (Baroda), India

Raghu quickly adopted to the change from IT to Engineering services and is helping L&T Technology Services achieve its vision of becoming Market leader in Asset Management Services by expanding into Global markets in Oil & Gas, Chemicals, Telecom, Power and Consumer Product Goods Industries.

As Vertical Head he is responsible for managing P&L, Business Development, Building new portfolio of offerings, drive Operational efficiency and Leadership development.

Raghu's key achievements within 10 months of assuming the new role:

- Added 6 new logos helping Sales team by meeting customers and demonstrating our capability
- Exceeded the Revenue target by 10 % and maintained steady 30 % growth
- Managed 45 % contribution and 30 % PBIT optimizing cost and increasing revenue
- Streamlined Service delivery and defined outcome based model for IM services for Shell
- Established 4 New OEM Partnerships and Managed 2 trademarks for in house tools

Raghu streamlined the service offerings and established trust with senior leadership of L&T to head Asset Management Service (AMS) SBU. In this new role he is responsible for

- Manage P&L of Multi-Million US\$ with a steady growth of 25%
- Delivery responsibility managing 550 Engineering professional supporting Global customers
- Developing new competencies with latest technology advancements viz IoT, M2M and EAM
- Establish Alliances with OEMs, SIs and Professional organisations to add new portfolios
- Grow the AMS business across all domains and Industry Verticals of L&T

#### softsol

##### Country Head, India

August 2011 - May 2013 (1 year 10 months)

As a Country Head I am responsible for managing SoftSol Group Companies in India for spearheading the sales and operations functions by formulating cost effective budgets & corporate strategies to achieve pre-set profit targets while adhering to the quality of products / solutions delivered. I have made vital efforts in restructuring the processes, including HR, Sales and Delivery Operations along with the policies and procedures to enhance the efficiency across Commercial, Procurement, Sales and Finance teams

I have re-defined portfolio of offerings by rolling out the Testing, E-Governance, Modernization and Big Data practices. I successfully created a baseline for achieving international certifications / accreditations (i.e. ISO, SEI-CMMi, PCMMi) by implementing a process oriented culture across the organization. I have acquired over 10 new customers and made strong foundation for continuous growth and significantly established trust and reliability through successful offshore delivery of IT contracts.

I also Defined Strategic IT Road Map for SoftSol India, generated over US \$ 3 Million Business within 1 year in Global and Indian Domestic markets with innovative sales and solutions, also created a pipeline of US\$ 3 Million and Consolidated SoftSol group companies thereby optimizing the technical delivery team by reducing over US\$ 1 Million cost. I have achieved Excellence Award for setting up Testing Practice in 2 months; Oct' 12

## IBM

### DGM ERP & Delivery Center Head Hyderabad

January 2008 - July 2011 (3 years 7 months)

Raghu did multiple roles in Implementation, support, rollo-out and Transition of SAP for Shell and BP during this period. Raghu grew the team from 50 to 200 in 2 years and managed multiple contracts within British Petroleum account. He created a special brand for BP to attract top talent. He developed teams in niche skills like SAP Portal, SRM, XI, Tivoli Work Scheduler and ITIL process champions. IBM top management and BP appreciated the quality and timeliness of delivery from Hyderabad and committed to grow the account further to 500 resources. Raghu controlled Attrition and managed it within 3-5 % against an Industry average of over 20 %. Raghu also headed the Shell India GSAP Implementation project for 10 months and took the project to a very successful phase within schedule and budget motivating the team of 47 consultants. His experience in Indian Oil Industry was used to drive the project smoothly with Business leaders and IT Heads of Shell.

Shell's prestigious Global SAP program was rolled out to India. Raghu headed the team from IBM jointly working with Shell to manage the India specific business process mapping to Global footprint well within the schedule and budget.

## IBM

### Sr.Program Manager ERP

April 2005 - January 2008 (2 years 10 months)

Raghu headed a team of 25 consultants as a Transition Manager and successfully won the project with STATOIL, Norway which is the first Nordic company to offshore work to India. Raghu delivered many ERP projects for BP North Americas, Europe and other geographies and developed large oil accounts portfolio for IBM.

Raghu also trained 200 resources on Oil Industry Domain and SAP solutions for Oil & Gas to develop the practice.

I was successful in maintaining attrition within 5%, lowest across all locations in ERP and achieved retention & attracted top talent creating challenging

opportunities for individual growth. I led 100% offshore delivery model for Global Business Services heading delivery of ERP support for Europe's largest Oil Refinery. I have achieved operational efficiency with utilization of 110% and gross profit of over 35% through managed services moving from traditional time and material contracts. I pioneered transition to IBM from multiple vendors and from implementation phase to steady-state support, by defining ways of working and signing MOUs with stakeholders from client business, IT and competitors

I have trained & mentored 10 Project Managers and 15 Team Leads in career progression & helped expand company operations. I am recognized for receiving the Best Implementation Team, Shell I have received the Bravo Award for Integrating teams and implementing shared delivery model in Jan' 06 and for Best Client Relations in Oct' 07. I am also awarded for being the Best Service Delivery Manager in Dec' 08.

## TCS

### Sr. Consultant ERP

October 2003 - March 2005 (1 year 6 months)

Raghu was involved in British Petroleum Account in a major Business process Re-Engineering and also implementation of ProgramOne R4 which is prestigious project for BP North Americas. His business and ERP knowledge gave TCS & BP lot of benefit to quickly progress the projects and add value. I helped in Improving CSAT score from 7 points to 9 points through proactively managing client needs and meeting delivery promises. I have developed IS Oil & Gas ERP practice imparting Domain and SAP knowledge to over 200 + consultants.

As an SAP functional consultant Raghu was involved in 3 major client engagements and delivered the projects well within the schedule.

## Bharat Petroleum Corporation Limited

### ERP Consultant and Sr. Executive Downstream

1990 - 2003 (13 years)

Raghu was part of Core team in BPCL Project ENTRANS - 1st ERP implementation project in India by an Oil Company.

Raghu served in different roles in BPCL in his 10 yrs stint.

I have trained over 100 end users on SAP and successfully rolled out 5 major locations into SAP. I registered sales growth of 30 % in Hyderabad Retail territory. I have Improved CSAT score from 7 points to 9 points through Pure for Sure program at retail outlets.

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## Education

Motilal Nehru National Institute Of Technology

Bachelor of Engineering, Civil · (1986 - 1990)

ICFAI

Masters Dip in GSM, Global Strategic Management · (2000 - 2003)

PMI

PMP, Project Management · (2004 - 2005)

Indira Gandhi National Open University

PG Diplomas, Operations Research, Marketing · (1995 - 1998)

St. Joseph's Junior College Hyderabad

Board of Intermediate, MPC · (1984 - 1985)