**SIVADAS V**

Dubai. U A E

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**Business Head**

*Franchisee Development/Centre Support/Marketing Guidance/Corporate Business*

Top-notch business development/franchisee Development professional with over 20+ years’ experience and a success record of exceeding sales milestones year on year (YoY) coupled with bottom- and top-line growth. Charismatic person adept in leading cross functions following ability to perceive issues/challenges from diverse perspectives complemented with exceptional commercial acumen. Proactive individual with proven skills in working within a multicultural environment while creating sustainable business growth in terms of volume, share and profitability. Hands-on experience in identifying customer needs and issues while focusing on new product development. Extensive hands-on exposure in designing brand strategies to create a competitive market advantage. Persistent in driving initiatives such as high-value revenue and profit plans and large scale cost savings as well as building prolific strategic alliances to position organisation for long-term profitability while enhancing productivity and performance. Effective in spearheading dynamic teams towards providing organisational direction as well as securing a significant competitive edge. Expert in designing innovative marketing strategies to generate desired resonance across potential new market segments. Currently seeking a challenging opportunity to share and leverage acquired expertise.

**CORE COMPETENCIES**

▪ Business development/Franchisee Relations ▪ Ownership of Target in the region ▪ Presentation Development and Delivery ▪ Supporting Customer Service Effort/BD ▪ Strategic Direction/Achieving Centre Goals ▪ Managing Performance Excellence Process ▪ Development of Concept /Franchisee in different locations

**KEY SKILLS AND ACHIEVEMENTS**

* ***Brand Positioning, Brand Development and Support*–** Successful in developing brand value for CADD Centre while setting up team, centre in different parts of India . While posted in Ahmedabad was responsible in putting up more than 20 centre in Gujarat. Also was responsible for Business Development in Maharashtra ,Gujarat and Madhya Pradesh.
* ***Execution and Strategic Deployment/Team Leadership, Development and Coaching –*** Prior to this assignment was responsible for Development of Kerala Region where instrumental in developing the region . Periodically conducted sales trainings for the employees of franchisee centre and made Kerala a performing Region for CADD Centre
* ***Strategic Initiatives/Product Promotion/Developing New Markets* –**At SSI Ltd, was working as Cenre Head who was having additional responsibilities of Two other branches located in different districts . Single handedly promoted different courses and made all three centre as successful branches
* ***Business Development & Placement Assistance* –** At Aptech Ltd., was working as Business Development Manager. Key responsibilities include conduction/organising shows & seminars for the brand promotions. Also was responsible for making the students employable. Conducted value added sessions for students which helped them to perform better in interviews.

**WORK EXPERIENCE**

**Business Head Networkz Systems Mar 2018 to Till Date**

* Managed Pan India Franchisee Operation predominantly Concentrating in Southern States Especially Kerala
* Signed up 24 centres
* Able to sign up centres in during Economically Challenging Times
* Led a Team of experienced and fresh people
* Initiated and successfully implemented the franchise process for the company

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| **Business Consultant CADD Centre Training Services Pvt Ltd**   * Worked as a consultant for All Centres in Gujarat * Was instrumental in providing solutions to all centres * Headed and played an active role in planning major marketing activities * Conducted numerous training/motivational sessions for the staff   **Zonal Manager** | CADD Centre Training Services Pvt.Ltd | **Feb 2016 to Feb 2018**    **Feb 2006 to Jan 31.2016** |
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* Managed Kerala, Karnataka and Goa Regions of CADD Centre Training Services
* Led initiatives and branding to develop CADD Centre Network
* Achieved targets with a combination on new centre and existing centre developments.
* Identified partners in different parts and make them franchisee owners of CADD Centre.
* Accountable for brand building in different locations nationwide.
* Spearheaded a team of senior managers and cluster managers
* Closely monitored execution of various marketing activities .
* Responsible for the growth of CADD Centre in different Regions

**EARLY CAREER**

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| **Centre Manager** |CADD Centre Training Services Pvt Ltd | **Oct 2003- Jan 2006** |
| **Centre Head.** SSi Education Ltd | **April2000-Sep 2003** |
| **Business Head/Placement Head**  Aptech Computer Education | **Jan1996-March 2000** |
| Data Entry Operator/Accountant.. M R Associates  Functional Trainee ..Citibank .N.A | **Jan 1993-Dec1995** |
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**EDUCATIONAL QUALIFICATIONS**

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| **PGDISM :** | **1993** |
| **B A (Economics)** | Calicut University | **1992** |

**COMPUTER SKILLS**

* Proficient in MS Office (Word, Excel and PowerPoint),

***References available on request***