
Business Development • Account • Presales Manager Technical Consulting • Department Collaboration • Customer Success • Engagement

Results-focused professional leveraging diverse experience in consulting and providing system design, infrastructure, and solutions delivery to drive initiatives in pre-sales/sales activities. Track record of helping clients transition to new technologies/systems using technical skills for training and product integration. Successful in leading teams in large scale implementation projects by applying expertise in translating business requirements for technology teams to understand, build, and deliver systems within strict budgets and timelines. Accomplished in delivering long-term resolutions, navigating integration challenges, maintaining regulatory measures, and resolving issues to increase client adoption rates. Experienced in driving sales, customer success, delivery, and value within technical domains. Leverage acumen in Science, Engineering, Mathematics, Business, and Information Sciences.

Areas of Expertise

- Client Proposals
- Design Strategies & Solutions
- Account Management
- Team Training & Development
- Technical Presentations
- Impact Assessments
- Client Relationship Management
- Risk Mitigation & Avoidance
- C-level Negotiations
- Client Success Programs
- Customer Experience
- SaaS / PaaS

Achievements

- Amplified market penetration 15% within 6 months by spearheading the discovery of new projects in the EV market and long-term electrification of trucks at CAN Automotion.
- Achieved a 30% increase in market share by playing a key role in market development for ARM software dev tools at Embedded Logic Solutions.
- Increased client satisfaction by 90% through the provision of technical consulting services on enterprise solutions at City Systems.

Professional Experience

Kalman Systems Pty Ltd

Owner, 2022 – Present

Kalman Systems specialises in technology-agnostic product development, leveraging its expertise in business enablement to deliver flexible and scalable solutions. Our interests are in Medicine, Environment and Finance.

We partner with industry experts to provide scalable and reliable engineering services, ensuring practical knowledge and effective risk management focused on outcome-driven development, earning our value.

CAN Automotion PTY Ltd

Business Development Manager, 2022 – 2023

Positioned the organization to secure clients by leveraging technical expertise to support pre-sales, sales, and post-sales processes by focusing on engagement, partnerships, and business alliances. Scope included overseeing mobile equipment markets in New South Wales (NSW) and Queensland (QLD), including the defense sector, and addressing automation needs, spanning various industry segments. The market development initiatives covered a broad spectrum, including rotary systems and rotary communication, mobile controllers, HMI and manual control interfaces, telematics, electrification of systems and EV systems, cloud services and analytics enabled with IIOT, embedded systems and protocol stacks for EtherCAT and CAN Open, software development for controllers and various fieldbus techniques, and custom systems development for autonomous vehicles and robotic systems.

- Generated a 15% growth in defense sector revenue by crafting compelling presentations and tailored solutions.
- Contributed to a 15% increase in revenue from international markets by establishing strategic partnerships in the electrification market.

Embedded Logic Solutions PTY Ltd

Business Development Manager, 2021 – 2022

Collaborated closely with customers and stakeholders in the defense sector, establishing a robust sales pipeline and contributing to research, product development, and design. Market development initiatives encompassed various areas, including ARM software development tools with hardware stacks, electronics prototyping test and measurement equipment, CAN Bus and Fieldbus industrial

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solutions, high precision 3D microscopic printing capability, PCB prototyping solutions, SMD Pick and Place solutions for SMEs and electronics manufacturers, along with research and development and manufacturing sectors.

- Increased the sales pipeline by 25% within one year by cultivating new customer relationships.
- Successfully secured 10% major defense contracts through the development of plans and tender documentation.
- Identified market opportunities and established strategic partnerships, contributing to a 25% increase in revenue.

Department of Defense

Engineering Manager, 2020 – 2021

Oversaw engineering and technical assurance requirements, ensuring compliance with ISO 9001:2015 standards and providing direction to internal stakeholders.

- Successfully obtained ISO 9001:2015 certification, leading to improved quality assurance processes.
- Improved support for mission-critical systems through the facilitation of industry transition from acquisition to sustainment.
- Enhanced quality assurance processes through the development of verification methods for the Recognized Quality Organization's (RQO's).
- Reduced project delays by 10% through the identification and addressing of engineering-related improvement requests.
- Ensured ongoing compliance with ISO 9001:2015 requirements through the maintenance and development of artifacts.

City Systems Pty Ltd

Systems Engineer, 2015 – 2020

Monitored and maintained the health and performance of clients' IT infrastructure, designed and implemented engineering and security systems, and provided technical consulting services.

- Decreased downtime by 90% through the implementation of the Zabbix network monitoring system.
- Achieved a 60% average improvement in system reliability through a feasibility study to enhance customer infrastructure's high availability.
- Ensured data safety and compliance with industry standards through the design and implementation of redundant backups and security systems.
- Reduced the likelihood of security breaches by 80% through the innovation of solutions to mitigate security threats.

Education

Master of Electrical Engineering, University of New South Wales / University of South Australia (60% Completed)

Bachelor of Engineering Biomedical (Honors), Flinders University of South Australia

Bachelor of Science, Flinders University of South Australia

Diploma In Business

Training & Development

- Association of Computer Machinery USA programming competition, Competitor
- Commonwealth Science and Industrial Research Organization Scholarship
- Materials Science, Coating of Functionally Graded of Aluminum and Silica
- BMW Engineering Traineeship Germany-Munich-Dingolfing Plant: Statistical Process control of Gear, Differentials, Acoustics Manufacture and Design
- Freescale Semiconductors Scholarship: Involved in chip IP design with consideration for analysis of processor threads and clock trees for communications processors.

Memberships

Institution of Electrical and Electronic Engineers USA • Association of Computer Machinery USA

Engineers Australia • Institution of Engineering and Technology UK • ASM International

My Readings and Personal References - <https://goodreads.com/mshastry> • Toastmasters - Leadership Pathway