

# Sreehari S. Nair

## Senior B2B Sales & Business Development Leader

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**Target roles:** Director-level B2B Sales & Business Development roles in industrial tech, advanced manufacturing, and manufacturing automation (no defense).

**Regions:** Asia-Pacific, Middle East, and Africa

### Snapshot

- P&L; sign-off at Panasonic Power Tools (India BU) with sales scope across India, Nepal, Bangladesh; scaled SBU to \$20M and 57% share while maintaining 60%+ gross margins.
- Built 70+ OEM accounts: John Deere, Caterpillar, JCB, Hyundai, Honda, KIA, Daimler, Volkswagen, Suzuki, Tata, Mahindra, Cummins, GE Renewable Energy, ABB, Siemens, Fuji Electric, Alfa Laval.
- Advanced inventory & demand planning model using seasonal patterns, weighted sales history, and a spares failure index; delivered 95% service levels during COVID.
- Led nationwide BLDC firmware containment (2016): root cause → serial quarantine → reflashing → transparent client comms.
- Managed a \$35M global account (Amazon) at onsemi with worldwide stakeholder alignment.
- Built and led an 8-member sales team; developed distribution and after-sales network across India, Nepal, and Bangladesh.

### Core competencies

Enterprise sales; Strategic partnerships; Key accounts; Channel strategy; GTM design; Pricing; Forecasting; S&OP; Program management; Vendor coordination; Industrial technology; Advanced manufacturing; Manufacturing automation; APAC; Middle East; Africa; P&L; ownership

### Representative wins

- Built Panasonic Power Tools across India, Nepal, and Bangladesh from inception to \$20M revenue with 57% market share and 60%+ gross margins; secured 70+ OEM logos; built an 8-member team; established national channel and after-sales network.
- Institutionalized an inventory & demand planning model (seasonality, weighted sales history, spares failure index) that sustained 95% service levels through supply shocks.
- Orchestrated a nationwide BLDC firmware containment (2016) using serial-number quarantine and reflashing—preserved customer trust and continuity.

**Tools:** Power BI; Salesforce; Microsoft Excel (Advanced); R

### Education

- MBA, University of Washington – Michael G. Foster School of Business (2024)
- B.E. Mechanical Engineering, University of Mumbai (2008)

**Constraint:** excludes defense/defense-adjacent employers.