

ARUN BALA

11+ years SalesTech Professional.
CEO/Director @OpenBrace P. Ltd.

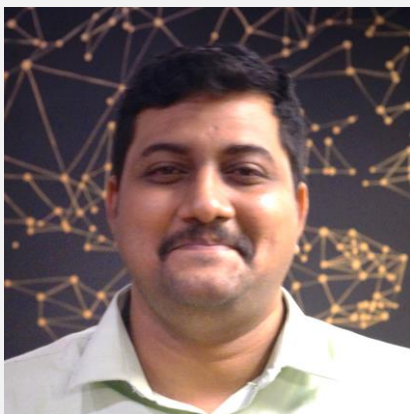
Contact

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SAP Certified Professional **SAP Mentors**

- 11+ yrs of Tech & Sales Experience
- Data Analytics – 9/10
- Data ETL, Federation – 10/10
- Master Data Mgmt – 10/10
- Fluency w/ coding in Python – 8/10
- Project Management – 9/10
- I work best w/ great independence
- Value Timelines – 10/10
- Tweaking/Making prods – 10/10
- Part of Global 200+ SAPMentors
- Fluent with English, Hindi, Tamil
- I embrace startup values
- Have written approx. 2500+ posts.
- Product Management – 10/10
- Tech Development - 9/10
- B.Tech Graduate from Anna Univ.



Greetings Mr. Gagan Biyani,

I am Arun Bala from Chennai, INDIA. I am applying for the position of Summer Associate with your esteemed firm. I believe to be a perfect fit for reasons below.

I have 11+ years client-facing experience having worked in few corporates. Downsized a magnum opus HCM project running more than 3 years from 150 deliverables to just 3. Helped reduce monthly manhours from 17000 to 2000.

I am technically proficient. Have independently coded 4.7 KLOC in a few weeks. Have working knowledge of robotic process automation and python. Was hand-picked and selected in a [global cohort](#) of 200+ certified industry recognized subject matter experts in 2012 by one of the largest database companies.

Was selected as a part of many startup accelerator programs, most recently a remote accelerator that [ranked my idea](#) within Global ranking Top50, and got featured among a handful of startups globally at Las Vegas.

Quit my well paying job to start my own self-funded business. Was self-employed since 2013. I started my startup after a brief experience of technical expertise. I have been a single founder [OPENBRACE](#) OPC PVT. LTD.

Presently managing M&A, assets for 350+ startups, a few thousand assets under management and counting.. Have displayed a good per week client conversion rate, and earning a decent MRR. As a social initiative, I started AIDSroko in 2009, a social-IMPACT project, a condom dispensing equipment that accepts recyclable bottles. Talented in solving sudoku, puzzles, reading patterns.

I am Certified subject matter expert in Data Warehousing – DW/BI Expert. Have written several award-winning technical whitepapers, blogs (approx 2500+) in ERP, Enterprise SW, Cloud and Startups. Have attended approx a dozen startup, sales, and finance related events every month and detailed on [my startup blog](#)

My past is something I never like to brag about. Although I can cite more, I don't live in the past, and I wish to move ahead on new adventures. I am currently searching for work after a brief stint of startup experience.

I would be really humbled if given a chance to work in your esteemed organization and confident to put my sales skills to the best. Here's my key strengths.

- 11+ years experience in both functional and technical domains.
- Prev. CEO/Director, [OpenBrace](#) Prev MNC, client-facing roles.
- 5+ years in to products, search optimization, and ERP related ventures.
- 6+ years into [Sales, PM](#). Building [UILO](#), an on-demand sales startup.
- Have worked with several global teams and good comm expert.
- Independently handled Financials, Client Relations & Client Acquisitions
- Part of 5+ large MNC projects, and E2E implementations.
- Independent own releases like [BOTLR](#), [ADskore](#), [TopCatchy](#), [SAPVarsity](#)

I am self-motivated and being entrepreneur has taught me life-lessons in my sell-side journey. Every post in [my blog](#) meticulously details my experiences. I always believe the power of selling, and have a great respect for sales professionals.

I am a go-getter, and committed to working with a great organization like yours. It would be a honor and privilege to work for your esteemed organization. Here's my resume attached for your reference. I believe myself sincere in my efforts and if given a chance can prove my words in the long run. I am best reachable on landline. And, in case of timezone differences kindly feel free to book a slot using [this link](#). Looking forward for the interaction.

Regards, BALA

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Contact

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Skills

Sales, Marketing – 6+ years
Technical Consulting, Dev – 5 years

Selected Projects

[UILO.COM](#) – On-demand Sales SDRs
[KEYSOME](#) – Search Optimization
[OPENBRACE](#) – ERP Consulting Services
[ARTHAMONEY](#) – Personal Finance
[SAPPOINT](#) – Award-winning Tech Blog
[STARTUPKARO](#) – Entrepreneur Dev.
[SAPVARSITY](#) – SAP® Technical Training
[MADRASREALTY](#) [+7] – Realty Services
[ADSKORE](#) – Real-time bidding for B2B
[BOTLR](#) – AI Driven E-sourcing Services

Social Initiatives

Founder [CASTELESS](#) & Head
Volunteer, [AIDSROKO](#) since 2009 – A
radically inclusive volunteer
community accepting 0% donations
mobilized to break cycles of poverty &
marginalization.

Why Me?

Do you rate expertise by the millions
someone have earned for your
company, or by the millions he/she
has saved over the years? I strongly
think principles outlive tactics. I am a
street-smart sales guy with
background in tech. I believe to hold
strong sales skills and have always
been committed solving practical real-
world problems. I am go-getter. Never
knowingly under-opinionated.

Summary

Go-getter. Experienced with all stages of the sales. Well-versed in strategy.
Strong background in project management and customer relations.

Experience

OPENBRACE PRIVATE LIMITED / Ex-CEO/Director (Self Employed)

JUL 2016 – NOV 2019, CHENNAI - Sales Operations, Management, Saas

OPENBRACE / Proprietor (Self Employed)

APR 2013 – JUN 2016, CHENNAI - Consulting, SaaS Products

Infosys / Sr. Associate Consultant

MAY 2011 - APR 2013, CHENNAI LoBs: Pharma, Retail & Consumer Goods

Wipro / Analyst - Associate Consultant

FEB 2009 - MAY 2011, BANGALORE - LoBs: HR/HCM, Professional Services

Education

B.Tech (Information Technology) – Full Time. SSN, Anna University – 78%
Grade 12 HSC - Atomic Energy Higher Secondary School, Kalpakkam - 92.7%
Grade 10 SSC - Kendriya Vidyalaya No. 2, Sadras, Kalpakkam C.B.S.E - 78%

Strengths

- 11+ years experienced business leader armed with an ability to set up new businesses, conduct sales, develop alliances, manage client relationships & lead teams in multiple domains.
- Possesses diverse experience of working with established brands as well as start-ups. Handled complex negotiations to ensure the organization's profitability.
- Brings in a unique combination of sales experience, deep understanding of technology and full product ownership. Adept at forging partnerships & developing client relationships to achieve strategic benefits.
- Helped massive cost savings more than 40% during production. Helped clients sell SaaS platforms w/ good MRR.

GROWTH

- *Marketing Automation*
- *Growth Hacking*
- *Predictive Marketing*
- *Responsive Sales*
- *Big Ticket Sales*

CONVERSION

- *Sales Automation*
- *Dynamic Lead Generation*
- *Lead Nurturing & Scoring*
- *Inbound Marketing*
- *Sales Assessments*

STRATEGY

- *Sales Alignment*
- *Business Strategy*
- *Growth Consulting*
- *Enterprise Selling*
- *Sales Productivity*

RETENTION

- *Sales Development*
- *Sales Intelligence*
- *Outsourced Sales Development*
- *Sales Enablement Consulting*
- *On-demand Sales*