



Looking for a fresh start

Sathish Somasundaram

(CXO,VP Sales) - Technology, Niche Services, Solutions, Products

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PROFILE SUMMARY

Total Experience : 18+ years
Business Development : 15+ years in B2B
Qualification (Full time) : MBA (DOMS Anna Univ), B Tech - Chemical (VIT)
Domains Exposed : Manufacturing, e-Commerce-B2B Marketplace, KPO - Market Research.
Core Competencies : Business Development, Sales, Marketing and Client Servicing.
Offerings (to Manf Domain) : Consulting, Products, Solutions, Services.
Key Skills : Consultative Selling - Niche Products, Services, Technology, Solutions.
Countries Traveled : 12 (US, Germany, UK, Belgium, Malta, Singapore, Malaysia, Turkey, Russia, Poland, Portugal, Italy and Indonesia.)

RICH EXPERIENCE

Sales and Marketing:

Market Research/ Consulting - 5 yrs
In Manufacturing - 8+ yrs
In IT - 2 yrs

Markets:

Domestic - 9 yrs
Global - 10 yrs

Business Volumes:

Transactions - 1500 Cr
Revenues - 400 Cr

Type of firms:

Startup (INR 0-25 cr) - 10 yrs
Mid (INR 400 cr) - 4 yrs
Large (USD 1bn) - 2 yrs

Skills:

Consultative Sales - 13+ yrs
Pre Sales - 5+ yrs
Marketing - 10+ yrs

Team Size:

Sales - 20+
Operations - 65+

New Business Development

Strategic Planning

Key Account Management

Operations and Planning

Customer Service and Retention

Sales & Marketing

HIGHLIGHTS

- A professional **offering 15+ years** of successful career with diverse roles distinguished by commended performance in **Sales** and **New Business Development** across **Manufacturing** domain - Products & Services. with 10+ years in leadership and top management role in SME
- Offerings to Manufacturing Domain:**
 - Consulting (Liquidation, Procurement), Products, Solutions, Services.
 - **Technology :**
 - **SAAS** (Procurement: Procure to Pay, Liquidation),
 - **Marketplace** (POC - Used Assets, MRO, Commodities, Plant and Machinery, Aged/Returned/Reusable - Stocks/Finished Goods)
 - ERP, CRM, Custom Development.
- Career Milestones:**
 - As **VP Sales** - offering SAAS, Consulting, high value solutions and selling services to Manufacturing customers
 - Increased sales by 30% with 10% profitability.
 - Grew the business within the 400+ large accounts by 10%
 - Grew new business contribution by 9%
 - As **General Manager Marketing** (Products - Manufacturing Domain): - Spearheaded a manufacturing firm from 275 cr to 405 cr, with YOY growth of 20%
 - Having unique experience of establishing two boot strapped KPO into stable entities. (A) Sales (0 to 2 Cr) and clients (0 to 25). (B) BU - zero clients and zero revenue to 40 clients and 5Cr INR in a period of 2 years. (FTE and Adhoc).
 - Experience in developing/managing Exports Market and International Customers all through the career; travelled across 12 countries - Germany, UK, Belgium, Malta, Singapore, Malaysia, Turkey, Russia, Poland, Portugal, Italy and Indonesia.

SALES CAREER - OVERVIEW

- **VP Sales:**
 - **Consultative Sales - Negotiation Services - B2B**
 - Enabling customers 5% appreciation and increased sale prices.
 - 1500+ Cr of transaction assignments handled per year.
 - 250+ Key Accounts.
 - Consulting appropriate solutions and execution methodology for fortune 1000 customers of India. (in Manufacturing domain across Cement, Automobile, Chemicals, Pharma, FMCG, EPC, etc)
- **BU Head** - Online B2B Marketplace - Liquidation.
- **Global Sales Head** - Manufacturing (Selling Products-Ferro Alloys)
- **Head** - ITES - KPO - Market Research - Healthcare, B2B, B2C.
- **Pre & Sales** - IT Services, CRM, Custom Development.

PROFESSIONAL ACHIEVEMENTS

As Vice President (Sales and Marketing): 06/17 to 12/21 @ Matexnet Pvt Ltd

SAAS - Procure to pay, Managed Services, Consulting Solutions, Ecommerce - B2B Market Place

- ❖ **Offerings to Manufacturing Domain:**
 - a. Consulting: (Liquidation, Procurement), Solutions, Services.
 - b. Technology -
 - i. SAAS (Procurement: Procure to Pay, Liquidation),
 - ii. Marketplace (POC- Used Assets, MRO, Commodities, Plant and Machinery, Aged/Returned/Reusable - Stocks/Finished Goods).
- ❖ Launching 1 new Business, 1 POC into domestic market, 1 POC with partnership for international market.
- ❖ Achieved **INR 100mn** for the first time in 25 years history of the organization (Liquidations).
- ❖ **Responsible for BU, Branch, Vertical, Service wise, Resource wise, customer wise - Break-even, Profitability**
- ❖ **Account Planning and Mining.**
- ❖ Increased market share by 3% and established the firm as no 1 in domestic market by market share and in the service vertical offering
- ❖ Account Management - Increased business from F500 by 2%
- ❖ Consultative Sales (end to end) - Negotiation Services - B2B
 - a. Procurement Vertical: (Business Processes - Digital Solutions)
 - i. Enabling customers with 2-8% savings
 - ii. **1000+ Cr transactions handled.**
 - iii. 100+ Key Accounts.
 - b. Liquidations Vertical: (Business Processes - Digital Solutions)
 - i. Enabling customers 5% appreciation and increased sale prices.
 - ii. **1500+ Cr of transaction assignments handled per year.**
 - iii. 250+ Key Accounts.
- ❖ Consulting appropriate solutions and execution methodology for fortune 500 customers of India. (in Manufacturing domain across Cement, Automobile, Chemicals, Pharma, FMCG, EPC, etc)
- ❖ Part of the spear heading team focusing on the **entire product development and worked out the business plan** for two marketplace with a complete ecosystem and launched in 2021.
- ❖ Developed Strategies - Go to market, Product launch, Business share, Market share, Business launch and business expansion
- ❖ Handling 800 + domestic customers in Manufacturing domain across Cement, Automobile, Chemicals, Pharma, FMCG, EPC)
- ❖ Handling 20 + sales resources, 15 branches and all RR's across India.
- ❖ **Annual Budgeting, Forecasting - New Business, New Customers, Growing Existing Accounts**
- ❖ **Increasing business share, market share and coverage.**
- ❖ **Pricing Strategies - Entry and customer retention**
- ❖ **Team Management - KRA, KPI, Recruitment, Training, Performance Appraisals**

General Manager - Marketing, 09/12 to 07/16 @ SNAM Alloys Pvt Ltd
(MANUFACTURING - Ferro Alloys)

- ❖ Achieved:
 - i. **400 crs** and created a milestone, the highest ever achieved in the organization history.
 - ii. Cumulative of 125 crores new business in 3 years (managing existing accounts - 275 Cr)
 - ❖ Expanded business to 9 new countries
 - ❖ Brought over 10 new global business partners - customers with an annual business value of 1.5+ mn USD
 - ❖ Handled and responsible for growing YOY market share, business share and new product sales.
 - i. Complete exports markets - 45 countries with direct relationship with business owners of the respective countries
 - ii. Domestic: Handled business of 400+ foundries (direct) and 700+ foundries through dealers.
 - ❖ Responsible for quality issue resolutions, product establishment, Trials. (Domestic and International)
 - ❖ Travelled across India and partner countries - visiting ferrous foundries for business development, product trials, new product establishment and for issue resolutions.
 - ❖ Rolled out strategy plan for achieving 100mn USD in 2020 and 200 mn USD in 2025
 - ❖ Pillar Chairman for TPM, Production Planning.
 - ❖ **Annual Budgeting, Forecasting - New Business, New Customers, Growing existing Accounts, Business expansions in new regions, new countries.**
 - ❖ **Working out Strategies fro regional and country wise expansion with business partners.**
 - ❖ **Appointing new agents, new dealers.**
 - ❖ **Increasing market share and business share - Customer wise , Region wise, Country wise**
 - ❖ **Team Management - KRA, KPI, Recruitment, Training, Performance Appraisals**
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VP - Client Services, 02/10 to 03/12 @ Krea eKnowledge Pvt Ltd

Market Research KPO - Healthcare, B2B, B2C

- ❖ Recognized for building up the start-up business from scratch to a stable business unit from 0 -5 Crore and 0 customer base to 25 customers
 - ❖ Set up the entire operations with SLA's and entire customer base
 - ❖ Credited for setting up project and delivery group
 - ❖ Devised pricing model for all projects, POC's for new customers.
 - ❖ Developed entire vendor base for execution of projects - Across India - field network.
 - ❖ Building Online B2B, B2C and Healthcare panels for online data collection.
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Manager - Marketing, 07/08 - 01/10 @ Barry Wehmiller International Resources.

IT - ERP, Custom Software Development, MS CRM

- ❖ Developed market entry strategies for Europe and US - ERP, Custom Software Development.
 - ❖ Launching Product Configurator into US and European Market.
 - ❖ Developing customer specific entry strategy.
 - ❖ Set a successful social networking model to generate sales and leads in organization Brought two new customers for the BU
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Manager - Client Development, 09/05 - 06/08 @ Dexterity Business Analysts Pvt Ltd IT and KPO

- ❖ Recognized for building up the start-up business from scratch to a stable business unit from 0 - 2 Crore , 0 customer base to 40 customers and 3 to 40 resources.
 - ❖ Set up the entire operations with SLA's and entire customer base
 - ❖ Credited for setting up project and delivery group
 - ❖ Devised pricing model for all projects, POC's for new customers.
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SOFTWARE ENGINEER - 01/01 to 05/03 . MANAGEMENT TRAINEE - 11/99 to 12/00

ACADEMICS

- **MBA** from **Anna University**, Chennai in 2005 (Full time)
 - **B.Tech (Chemical)** from **Vellore Engineering College**, Vellore in 1999 (Full time)
 - Certificate : **Leadership and Management** from **Wharton School**, 2019
 - **Certificate eMDP: Future Chief Marketing Officer** from **IIMK**, 2019
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