

Balaji Kumar Gunasekaran

Client Manager – Operations

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Effective Manager offering over 14 years of experience and proven success in day-to-day business operations management, quality assurance and leadership. Highly skilled in streamlining operations and improving throughput through continuous process improvement and cross-functional collaboration. Accomplished in building high-performing teams and inspiring staff to achieve personal and professional goals.

During my tenure, with My business development acumen, played a key role in building cross-functional teams sizing 60+ FTE's across multiple locations. Generating revenue by identifying, analyzing, and initiating New business/extended service line pitch in line with the Sales Team to help them build strong story on the Client challenges in deriving Scalable Solution Selling.



Skills

- Optimization of Process, Eliminating Roadblocks, and Exceed Compliance
- Operational Excellence & Processes Transformation
- Drive Change Management including Processes, Policies & Tools
- Building Cross-functional, Motivating & Retaining High Performance & Diverse Workforce
- Transition and Project Management/ Service Delivery Management
- Ability to drive Business Growth & Margin Improvements across Challenging Client Business



Work History

Apr 2015 - Current **Client Manager - Operations**

Madras Global (Ad2pro Media Solutions), Chennai, Tamil Nadu

- Lead the Creative & Managed Services (Media House) for Leading AUNZ Print/Digital client with an Annual Recurring Revenue (ARR) of \$6.2 Million
- Solved Complex Customer Challenges using Value Stream Mapping on Improving process/user efficiency by 18% over a period of 6 months
- Earned Trust by developing stronger relationship with the clients which helped in understanding details of Customer Challenges, thus helping to sell solutions and

increase revenue by a further \$15k Quarterly

- Implemented Process Re-engineering team by motivating the team members thus ensuring that the key ideas were considered with the project delivered more than 75 ideas to enhance the Customer Experience
- Solved NZ client key business challenges towards improving Digital offerings by interactive Rich Media Ad Serving experience at Cost effective solution
- Played a pivotal role in getting additional business opportunities by increase of 6 FTE's for one of the leading clients in AU Marketplace
- Provided innovative solutions around creative adaptation and implementations which in turn increased an average CTR (Click-through Rate) of 0.20% achieved with over 5 Million impressions delivered
- Drive projects and initiatives that create a positive impact to the top line and bottom line of the business through cost savings and revenue
- Working experience with CRM tools – Salesforce and SaaS products (Google platform, AOTM and Freshdesk)
- Transition and Project Management – Been part of multiple project transitions and played a pivotal role in 3 New Business transitions working from Customer site (Australia and New Zealand)

**Feb 2008 -
Nov 2014**

Team Leader

Serco Global (Intelenet Global Services), Chennai, Tamil Nadu

- Provided primary customer support to internal and external customers in fast-paced environment
- Maintained customer satisfaction with forward-thinking strategies focused on addressing customer needs and resolving concerns
- Liaised with customers, management, and sales team to better understand customer needs and recommend appropriate solutions

**Aug 2005 -
Sep 2006**

Senior Customer Service Representative

Ceequence Technologies, Chennai, Tamil Nadu

- Identified customers from previously untapped market sectors with innovative call strategy
- Represented company professionally in all situations, working through challenging phone calls and cultivating positive interactions by remaining calm and poised



Education

**Jun 2002 -
Apr 2005**

Bachelor of Science: Chemistry

Loyola College - Chennai