

K. SITARAM

My professional journey so far :

A well travelled , passionate and customer focussed Sales leader with 20+ years of demonstrated history in areas of International & Domestic Business Development, P&L responsibility , Key accounts management in the auto components industry to Indian and Global OEM's / Tier 1 across geographies and segments

With experience developed multi tasking , entrepreneurial and innovative thinker approach in Business transformation in complex environment across various industry verticals for international companies in the Indian market.

E-mail: sitaram_krish@yahoo.in | Mobile: +91 9884026537



SKILLS AND COMPETENCES

- ❖ Grown as a leader with good analytical and problem solving skills
- ❖ Excellent Communication, Technical and Interpersonal skills
- ❖ A firm believer in taking ownership of the projects handled to be successful in fast paced global environment
- ❖ Highly flexible in working with global teams spread across geographies
- ❖ Good time -management skills and operate independently
- ❖ Collaborative approach and believer in working with the team to deliver
- ❖ Highly adaptable to new challenges
- ❖ Networking and relationship building
- ❖ Functional Application Software (MS office)



EDUCATION

- ❖ Post Graduate Diploma in Sales and Marketing from NIS SPARTA, Chennai (Reliance Anil Dhirubhai Ambani Group)
- ❖ Bachelor's Degree in Mechanical Engineering from Gulbarga University in Karnataka
- ❖ Pursuing Executive Certificate Programme in General Management from IIM Kozhikode



PERSONAL DETAILS

Date of Birth: 20th Feb 1974

Languages Known: English , Hindi , Tamil , Kannada and German (basics)

Address: B1M , AVN Asta , Arcot Road , Vadapalani Chennai – 600026



PROFILE SUMMARY

- ❖ Currently associated with US based PRA Global Business Development company as Sales Director in Chennai since January 2015
- ❖ More than 13 years in a senior managerial role and a core member of the International Sales team reporting to the Global Leadership in US / Europe
- ❖ Career time line : Out of the 6 companies in my career , I have worked for more than 6 years in 3 companies which gives a testimony for good stability and contributing to the companies growth
- ❖ Formulating key growth business strategies with the leadership group in developing and building the brand in India and implementation to aggressively expand the customer base and drive sales.
- ❖ Independently developed new clients and built business with P&L ownership of key OEM accounts
- ❖ Managed annual business of more than INR 750 crores.
- ❖ Led Customer Relationship Management of auto components (Budgeting , Forecasting , Pricing , Inventory management) for the Indian / North American / European / Southeast Asian OEM's across all segments.
- ❖ Work closely with cross functional team members (India & globally) to ensure successful on-boarding & implementation of programs with existing & new clients
- ❖ Global Exposure: 2 years of rich experience in managing European automotive OEMs in Germany
- ❖ Ability to capture customer requirements. evaluate gaps , identify and create opportunities.
- ❖ Handled Engine & Vehicle Chassis parts from multiple plant locations in India , Europe ,Thailand , Malaysia ,China and Japan .
- ❖ Preparation of Annual Operating Business Plan and monitor adherence on monthly , quarterly basis with the team and address gaps
- ❖ Team Management: Developed a lean team with interactive and motivational approach to deliver the desired results



NOTABLE ACCOMPLISHMENTS ACROSS THE CAREER

- ❖ Combine entrepreneurial drive with business management skills for Indian Business Unit for Japanese / US based automotive companies in developing entry strategy, making sales / technical presentation, RFQ / credit management and ensure achievement of company's growth in profits for the region
- ❖ Leadership role with a go getter approach in handling Indian Market entry and expansion for international companies for mutually beneficial Joint Ventures / strategic partnerships in the Indian Market across various industry verticals by conducting qualitative market research to identify potential opportunities , meeting with the CEO / MD / Founders of Indian fortune 500 companies in challenging environment
- ❖ Spearheaded the global sourcing of components in India for US automotive / Industrial OEM's from supplier identification to onboarding process
- ❖ Achieved market penetration and product expansion through customer relationship management which resulted in increase in market share profitability and additional revenue .

WORK EXPERIENCE

January '15- Present: PRA Global Business Development as Sales Director

Chennai, India

PRA Global (Pacific Rim Alliance) is a US based International Business Development company with offices across the globe with HQ in Grand Rapids (Michigan) specialized in driving growth through new vibrant markets like India, China, Eastern Europe, and South America. PRA's unique is ability to establish and operate Client's international business in country, on their behalf. This approach allows clients to minimize their investment and risks in the early stages of market entry, while growing globally

Job Description : Spearheading the Indian Sales office with key responsibility of developing market entry and expansion plans for international companies in India across various Industry verticals **reporting to the President in US .**

Key result areas:

- ❖ As a key member of the Global Sales Team, work closely with the leadership group in US office in developing strategy and start the road map for international companies planning entry into the Indian Market
- ❖ Identifying and conducting specific Market Research and meeting with the management team of potential clients in India to understand their interests for JV / strategic partnership for market entry for the US Companies into India
- ❖ Organizing in country visits for strategic meeting between the leadership teams of the US Client and Indian companies to evaluate options for mutual benefit
- ❖ **Managed client's business from their Plants in Japan & Malaysia in the India automotive Market by building and establishing customer relationships and serve as Account Manager for key customer accounts and scaled annual turnover to approx. USD 2 million**
- ❖ Identifying potential sources for US based auto / industrials OEM looking to source components from India by doing on site visits to audit, floating RFQ, cost finalization, samples co-ordination, PPAP and start the road map for serial supplies
- ❖ Identifying world class distributors for US companies for inventory management of their products and stream line the supply chain management .
- ❖ Motivating the reporting team to achieve the expectations of the Global Leadership team

PREVIOUS EXPERIENCE

Nov'08 – Jan'15: Federal-Mogul Corporation as Senior Manager – OEM Sales (India & Thailand)

Chennai, India

Federal-Mogul Corporation is a US HQ leading global supplier of powertrain and safety solutions to the world's foremost original equipment manufacturers of automotive, commercial, aerospace, marine, rail and off-road vehicles

Job Description : Spearheaded the Sales / Business Development of Vehicle Safety Products like Disc Brake Pads and Drum Brake Linings from the Plant locations in Europe /Thailand / India to the Indian / South East Asian Auto OEM's. **Reporting to the Global Vice-President (OE Sales & Marketing) in Europe.**

Clientele: Southeast Asian Auto OEM's: Toyota & Ford (Australia), Ford-Mazda JV (Auto Alliance Thailand) and Isuzu Motors (Thailand)
Global / Domestic OEM's in India: Ford, Renault –Nissan, Volkswagen, Mahindra & Mahindra, Ashok Leyland, Daimler ,MAN (Europe)

Nov'07 – Oct'08: AVL India Private Limited as Area Sales Manager

Chennai, India

AVL is the world's largest privately owned and independent company for the development of power train systems with internal combustion engines as well as instrumentation and test systems

Job Description Managed the sales of Engine Testing Equipment's from main plant in Austria / India to the South Indian OEMs.

Clientele: Global Transplant / Indian auto OEM's: Ford India, Hyundai Motor and Ashok Leyland

Jan'07 – Oct'07: Mann + Hummel India Private Ltd (MHIN) as Sales Manager – Industrial

Bangalore, India

MHIN is Europe's leading manufacturer of air and fuel filters with manufacturing plants across the globe catering to the automotive and industrial segments

Job Description : Led the Business Development / Sales of oil & fuel filters from main plant in Germany / India to the Indian OEM's

Clientele: Caterpillar, John Deere, Case New Holland

Apr'06 – Dec'06: Sundram Fasteners Limited (SFL) – Autolec Division as Assistant Manager - Exports

Chennai, India

SFL – Autolec Division is a part of the TVS Group and is a leading manufacturer of Oil and Water pumps to the Automobile segments in India and the overseas OEM Markets

Job Description: Led the sales of oil & water pumps from manufacturing plants in Chennai to European /North American OEM's

Clientele: John Deere (Mexico & Europe), Caterpillar (USA), Perkins (UK)

Sep'99 – Apr'06: Rane Engine Valves Limited (REVL) as Senior Executive – OEM Marketing Chennai/Germany

REVL is part of the Rane Group and has Engine Valves, Valve Guides and Valve Tappets in its product profile and cater to the OEM and After Market requirements in India and overseas Market

Job Description: Managed the Business Development / Sales of Valve train components from manufacturing plants in Chennai to Indian / European OEM's.

Clientele: TVS Motor Company, Hyundai Motor India Ltd, Ashok Leyland, Caterpillar, Tata Cummins Ltd. and Tata Motors Ltd. Jamshedpur between Sep 1999 to March 2004 and as **Resident Engineer based in Koln (Germany) handled European OEM's like Deutz AG, Volkswagen and Skoda Auto in Czech Republic between April 2004 to March 2006.**