



Sanal Kumar

14 Year's+ International Experience in Project Management, Global Account and Partner Management, Client Relationship Management, GTM enablement, Global Strategic Alliances, Business Strategy Consulting, Regional Sales and Business Development, Service Delivery Management, Marketing and Operations Management with Consulting, IT & Security, Govt., Military, Defense, Maritime, Oil & Gas and Energy Industries in the EMEA region.

sanalkm87@outlook.com

+919074608706

Kerala, India

linkedin.com/in/sanal-kumar-49672b64

- A highly motivated, energetic, enthusiastic and accomplished Regional Sales, Business Development, Marketing & Operations Leader, having 14 Year's+ International Experience in Global Account and Partner Management, Project Management, Client Relationship Management, Strategic Global Alliances, Business Strategy Consulting, Go-to-market enablement, Regional Sales and Business Development, Service Delivery Management, Marketing and Operations Management with Consulting, IT & Security, Govt., Military, Defense, Maritime, Oil & Gas and Energy Industries in the EMEA region. • 10 Years+ experience in a Strategic Account and Partner Management, Sales and Business Development role in the Middle East Region. • 4 Year's+ extensive experience working with EMEA Core Leadership Team for All Alliances Go-to-market Enablement across EMEA Region at EY. • 4 Year's+ extensive experience serving as a trusted advisor to partners (i.e. SAP, Microsoft, IBM, ServiceNow, Blue Prism, Ui Path, Adobe, Pega Systems and All Other Alliances in the EMEA region at EY. • Strong business/commercial acumen and an understanding of major industry sector trends. • Having expertise in coordinating multi-location projects across EMEA Region. • Proven experience in planning, managing and prioritizing work and complete projects on an accurate and timely basis. • Expertise in Overseeing the successful delivery of projects, which includes multiple projects at a time, while leading a team of 5-6 consultants. • Success in delivering sustainable revenue and profit gains in competitive markets. • Highly effective management skills; able to motivate sales force; proactive planning and execution of company's commercial strategies to achieve short- and long-term sales goals. • MBA graduate in Sales & Marketing along with a Post-Graduate Diploma in Entrepreneurship Development.

SKILLS

14 Year's+ International Experience in Project Management, Account and Partner Management, Business Research, CRM

10 Year's+ experience in an Account and Partner Management, Sales and Business Development role in the Middle East

4+ Year's extensive experience in an Account leadership role managing complex and global relationships at EY

Extensive experience in project execution, management and deployment

Strategic Client Relationships

Strong business acumen, excellent organisational and communication skills

MBA in Sales and Marketing

Strong Communications and Project Management Skills

Passion for presentation

Strong Negotiation Skills

Superlative Communication Skills (Written & Verbal)

Corporate Strategy

Market Research

Time Management

Advanced Expertise in MS Office (Excel, PowerPoint, Power BI, Word) Alteryx

Self-motivation

Customer Research

Competitive Analysis

Go-to-market enablement

Decision Making

Business Analytics & Reviews

Sales, Business Development and Marketing

Account Management

Financial Forecast & Invoicing

Transition Management

Solution Architecture & Planning

Solution Architecture & Planning

Pre-sales

Process & Performance Optimization

Service Delivery Management

Revenue Planning

Facilities Management

WORK EXPERIENCE

EMEIA Alliances & Ecosystem Relationship GTM Enablement Leader at EY, EMEIA Region

EY - Ernst & Young

04/2018 - Present

Ernst & Young Global Limited

India

Achievements/Tasks

- Currently managing end to end operations for the EMEIA Regional Alliance team. SPOC for operational activities connected to EMEIA Regional Alliance team.
- Overseeing the successful delivery of projects, which includes multiple projects at a time, while leading a team of 5-6 consultants. Managing the client relationship on a day-to-day basis including other stakeholders.
- Assisting clients with strategic planning and business reviews; growth, market entry and international expansion; and market opportunity sizing.
- Extensive abilities, and/or proven record of success with, managing and developing strategic client relationships while providing the highest quality client work across multiple client projects.
- Active role in new business development and pursuit activities, including client lead maturation, proposal development, and closing new business opportunities.
- Project manage and help execute projects, including their workstreams, by applying key project management skills throughout the project lifecycle.

Regional Sales Manager - PELCO a Motorola Solutions Company, Middle East & India Region

VNS Technologies

02/2017 - 01/2018

Abu Dhabi/Dubai, UAE

Achievements/Tasks

- Successfully generated over of \$8.5 million in sales in a 11 months period in 2017 with great margins. Sales increased by 75% within 6 months by working diligently setting and attaining goals.
- Independently handling 120+ active accounts in UAE, Saudi Arabia, Qatar, Bahrain, Oman, Africa & India.
- Independent worker and analytical thinker with ability to conduct research, data analysis and resolve complex problems as and when required. Ability to work with ambiguity, and operate in a fast-paced environment.
- Prepare and review the annual budget for the region of responsibility. Report on regional sales results. Analyze regional market trends and discover new opportunities for growth.
- Maintaining of complete records / pipeline details & presenting to management on a regular basis.
- Conduct Sales Presentations to Partners Sales team for Security Solutions products & updates on ongoing basis.
- Forecast quarterly and annual profits. Identify hiring needs, select and train new salespeople. Participate in decisions for expansion or acquisition. Suggest new services/products and innovative sales techniques to increase customer satisfaction.

Manager - Sales & Business Development

ELCOM International LLC

02/2014 - 01/2017

Abu Dhabi/Dubai, UAE

Achievements/Tasks

- Successfully achieved over of Dhs 16 million in sales in a 12 months period in 2014, Dhs 15 million & 13 million in 2015 & 2016 with great margins. Successfully have done my numbers quarter on quarter by over achieving.
- Sales increased by 40% within 12 months by working diligently setting and attaining goals.
- Effectively motivated and Led a professional team of 28 including 5 sales representatives. Successfully completed Vendor/Supplier and Sub-contractor registration with major oil & gas customers in the middle east region.
- Preparation of presentations business plans, operational reviews, capital and operational budgets, sales forecasts and other as required.
- Assist and attend in sales training and product marketing. Generate monthly/weekly/daily operational plan for the team.
- Monitor product wise sales and strategies sales policy to improve sale of underperforming product line. Plan customer visits and compile customer satisfaction reports on weekly basis.
- Coordinate Principle visits to the company and report any critical issues to Line Manager. Conduct periodic/annual performance appraisals of employees.

WORK EXPERIENCE

Marketing Manager

Voyage Marine Automation LLC

09/2012 - 12/2013

Abu Dhabi/Dubai, UAE

Achievements/Tasks

- Reporting to the General Manager - Responsible for marketing & Business Development. Developed and maintained marketing strategies to meet agreed company objectives.
- Leveraged strengths in cost-effective marketing management and vendor negotiations to end each year an average of 15% under-budget.
- Expanded client base by 78% in two years by consistently delivering goal-surpassing marketing results and ensuring client satisfaction.
- Successfully evaluated customer research, market conditions, competitor data and implement marketing plan / alterations as needed.
- To oversee all marketing, advertising and promotional staff and activities. Identified marketing opportunities by identifying consumer requirements; defining market, competitor's share, and competitor's strengths and weaknesses.
- Effectively communicating with clients to maintain existing business relationship.
- Evaluated Sales Reports on a weekly & monthly basis, comparing the achieved figure with the targeted figure and guiding the sales team accordingly.
- Training, assigning and scheduling, sales and marketing executives: communicating job expectations; planning, monitoring, and reviewing job contributions, recommending strategic plans and reviews to achieve marketing objectives Promoting our products/services through Trade Exhibitions.

Marketing Executive

Voyage Marine Automation LLC

11/2009 - 09/2012

Dubai, UAE

Achievements/Tasks

- Responding to customer enquiries and providing quotations in a time bound manner.
- Visiting potential customers for new business Communicating with existing customers, carrying on with follow ups on completed jobs. Negotiating the terms of an agreement and close sales.
- Gather market and customer information and provide feedback on market trends Active participation in trade exhibitions, events and demonstrations. Identify new markets and business opportunities.
- Successfully evaluated customer research, market conditions, competitor data and implement marketing plan / alterations as needed.
- Record sales; prepare daily sales report send copies to the sales manager Reviewing one's own sales performance. Assisting the Sales Manager in evaluating sales report and the sales target.
- Effectively communicating with clients to maintain existing business relationship.

Business Development Executive

Confer HR Management Solutions

03/2009 - 11/2009

Cochin, India

Achievements/Tasks

- Meeting clients, making presentations on permanent staffing. Coordinating with client and understanding client's requirement. To understand recruitment opportunities of various levels from fresher- senior management roles.
- Conducting campus interviews. Handling exclusive assignments for clients Scanning websites, Job Posting, Head Hunting to get new profiles.
- Conducting Preliminary Interview, Short-listing the profiles and sending the profiles to the panels. Scheduling and coordinating with the panel and candidate to fix up the interview.
- Scheduling the interview with the clients, participate/coordinate in walk-ins... Organizing and conducting employee testing and recruitment programs.
- Coordination with clients and candidates for salary Negotiations, follow ups, handholding the candidates till they join etc Overseeing the recruitment of new staff including training.
- Conducting new employee orientation program and other educational and training programs on changes in benefits, diversity, etc Promoting staff development and training.

WORK EXPERIENCE

Sales Executive

HCL Info Systems LTD

03/2008 - 11/2008

Coimbatore, India

Achievements/Tasks

- Responding to customer enquiries and providing quotations in a time bound manner.
- Making presentations of the products to schools, colleges and hospitals.
- Visiting potential customers for new business and communicating with existing customers, carrying on with follow ups on completed jobs. Negotiating the terms of an agreement and close sales.
- Gather market and customer information and provide feedback on market trends.
- Active participation in trade exhibitions, events and demonstrations. Identify new markets and business opportunities.

EDUCATION

Master of Business Administration (MBA) in Sales & Marketing

Guruvayurappan Institute of Management, Bharathiar university

03/2007 - 03/2009

Coimbatore, India

Post Graduate Diploma in Entrepreneurship Development

Guruvayurappan Institute of Management, Bharathiar university

03/2007 - 03/2009

Coimbatore, India

Bachelor of Commerce (Accounting, Income Tax Law & Practice)

Sree Vyasa NSS College, University of Calicut

03/2005 - 03/2007

Calicut, India

LANGUAGES

English



Hindi



Tamil



Malayalam



Arabic



HONOR AWARDS

Exceptional Client Service Award

Ernst & Young Global Limited

Best Manager Award

Ernst & Young Global Limited

Spot Award (2)

Ernst & Young Global Limited

Regional Sales Champion Award

PELCO a Motorola Solutions Company

KEY IT SKILLS

Advanced Expertise in MS Office (Excel, PowerPoint, Power BI) Alteryx, Teams, Outlook, Exchange, Word, OneDrive, SharePoint, Skype for Business, Yammer

Languages: C; C++

Platforms: Tally (6.3 and 7.2 Version)