

# RAVI K KUMAR

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## PROFILE SNAPSHOT

- A forward-thinking and a performance driven Business Leader offering **16+ years** of progressive experience in Sales, Strategic Initiatives and P&L Management across IT, Telecom, Office Automation and BFSI verticals
- Leverages expertise in increasing revenues, establishing networks streamlining workflow to enhance productivity of team members
- Proven expertise in driving large-scale programs focusing on IT Product and Services and sales programs in the enterprise, direct and B2C vertical
- Hands-on experience in driving new product sales/business development initiatives and leading growth to meet/exceed revenue and retention targets
- Leverages in promotional & development activities, business requirement gathering, corporate/institutional/enterprise sales, competitor mapping, and strategic alliances
- Experienced in Small and medium-sized enterprises businesses
- Sound understanding of business dynamics and consumer behavior and a demonstrated ability to translate marketing ideas and design sales concepts
- Adroit in managing relationships throughout the organization and work collaboratively with teams across a broad spectrum of disciplines and lines of business
- Exceptional in translating clients' goals and objectives into actionable and measurable digital marketing programs using google analytics
- High-performance team leader driving change and solving critical business challenges by retraining, upskilling and redeploying talent to create a more holistic workforce.

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## AREAS OF EXPERTISE

Market Research | Go-To-Market (GTM) Strategy & Planning | Sales Management & Operations | Corporate Sales | Business Development | New Business Development | Negotiations | B2B Sales | Product Development | Enterprise Sales | Institutional Sales | Revenue Generation | Key Account Management | P & L Management | Direct Sales | Customer Relationship Management | Competitive Analysis | Business Strategy & Planning | Channel Sales | Team Management | Operations Management

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## CAREER HISTORY

Nov 2020- Ongoing	<b>VP &amp; Head of Sales   Netxcell Ltd., Hyderabad, India</b>
Apr 2018- Nov 2020	<b>Assistant Director - Sales   Sistema Smart Technologies, Hyderabad, India</b>
Dec 2016- Mar 2018	<b>Business Head- Products &amp; Projects   JEF Techno Solutions Pvt Ltd., Bangalore, India</b>
Jun 2015- Nov 2016	<b>Assistant General Manager- Enterprise Sales   Reliance Communications Ltd., Hyderabad, India</b>
Jun 2009- Jun 2014	<b>Assistant Director &amp; Enterprise Head- Sales   Sistema Shyam Tele Services Ltd., Bangalore, India</b>

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## KEY DELIVERABLES

### As Head of Sales

- Spearheading sales for SaS, omnichannel and software services for India, Middle East and Africa regions
- Developing and fostering partnerships & relationships with key customers both externally & internally
- Evangelize the product and assisting in closing largest deals
- Planning/developing and implementing strategies and developing business opportunities relating to new customer groups/unexplored markets
- Supervising the competition of new product launches, new entrants, acquisitions, market strategies and analysing reports of the team
- Contributing to the short/long-term planning of company objectives

### **As Assistant Director- Sales**

- Steered AI/ML powered IT product CRM sales of scalarator business of sistema for various projects like Mobikon, lending kart and rent mojo
- Worked with few start ups on several products like SaaS, CPaaS and /digital platforms like Google
- Lead business operations for Loyalty, analytics, marketing automation, Digital marketing and BI tools
- Involved in smooth functioning of technical support and customer service via Key Success Managers

### **As Business Head- Products & Projects**

- Spearheaded national budgets for sales and developed B2B business, partners across India

#### **Key Accolades**

- Built and implemented new sales strategy to maximize sales & retention of strategic accounts nationwide, resulting in increase of sales by 27%

### **As Assistant General Manager- Enterprise Sales**

- Played a vital role in providing direction for sales, projects and collection team

#### **Key Accolades**

- Earned recognition as Best Vertical Head for FY2015-2016 (Elite Voost Champs)
- Defined the go-to-market (GTM) strategy for new logos
- Retained revenue churn from existing ISP verticals

### **As Senior Lead, Assistant Director & Enterprise Head- Sales**

- Successfully developed Enterprise, Direct, key partners and Channels, Outbound Business from scratch & delivered exceptional results

#### **Key Accolades**

- Earned recognition as Best Enterprise Vertical Head FY 2010 in Karnataka
- Bestwood with Enterprise Leagues of Legends Award FY2013 from CEO
- Bagged by Best Enterprise Vertical Head 2011 Award- AP
- Ranked No.1 in DSA/ Channel Business 2012 Nationally
- Received Special Efforts Recognition Award from CHRO/COO for building channel, Tele Sales Business in 2012
- Successfully created National benchmark and Ranked No. 1 in Direct Sales Productivity for 2010, 2011

## **PRECEDING ASSIGNMENTS**

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Sep 2005- May 2009	Head and U/R Consultant, Product Manager  Airtel Enterprise Services, Bangalore, India
Jun 2004- Aug 2005	Sales Manager   ICICI Lombard GI Ltd., Hyderabad, India
May 2001- May 2004	User Account Manager & Territory Manager   Canon India Pvt Ltd., Hyderabad, India
Aug 1997- Feb 2000	Executive- Sales, Sales Trainee, Market Research Executive   Page Point Services India Pvt Ltd., Hyderabad, India

## **ACADEMIC CREDENTIALS**

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- Bachelor of Engineering from IME Mumbai, India, 2002

#### **Certifications**

- Fundamentals of digital marketing – Google, March 2021
  - Leading at a distance – LinkedIn, July, 2020
  - Leadership Foundations- LinkedIn, March 2018
  - Body Language for Leaders, LinkedIn, April 2021
  - Business Development Foundations, LinkedIn, March 2018
  - Management Top Tips, LinkedIn, March 2020
  - Building Your Team, LinkedIn, March 2020
  - Key Account Management Foundation, LinkedIn, March 2018
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