

ASHOK TARAVATH

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Sales | Strategic Planning & Leadership | Growth Catalyst | Business Development
Scaling new heights of success with hard work & dedication and leaving a mark of excellence on each step; targeting C-level assignments in Sales & Operations/ Business Development/Profit Centre Operations with an organization of repute
Location Preference: Open



Key Skills

Business Development & Sales

Operational & Business Excellence

Cross-functional Team Management / Leadership (Matrix Reporting)

Sales Operations/Franchisee Management

Pricing Strategies/ Revenue Generation

Customer Experience

Key Account Management

Project Management

Data Analytics and Consulting

Profile Summary

Offering nearly 25 years of expertise

Embrace diverse environments committed to promoting creativity, effective problem-solving, and breakthrough results. Proved extremely influential in the areas of development and execution of sales and business development strategies and action plans

Take-charge Leader who quickly overcomes profit and growth challenges, leveraging entrepreneurial drive and market acumen for success in new-market ventures. Frequently boosts team motivation and customer satisfaction to reach aggressive profit goals, while managing network of stakeholders.

- **Innovation Specialist**, crafted sales strategies for accomplishment of performance milestones; extending sales support for developing new business & client relationships
- **Keen Planner & Specialist**, focusing on revenue generation, customer relationship, direct sales and new business development, strategy, marketing, alliances & engagement leadership for addressing strategic solution sales
- **Conceive & Execute Business Strategies:** Specific winning competencies includes solution-creating capabilities, strong sales and commercial acumen, detailed and in-depth understanding of business processes, proven people management capability, strong relationships across customers, consultants and partners of international repute
- Played a key role in **increasing the business in revenue by 400% and Increased the number of clients 3 folds at Fast Lane Automotive Pvt. Ltd., Gurugram**
- **Core team member in evolving strategies, driving change, infusing new ideas** and taking enterprise system performance & productivity to next level
- **Leveraged skills in formulating, developing & implementing yearly business strategies to ensure attainment of revenue goals** and profitable sell-through

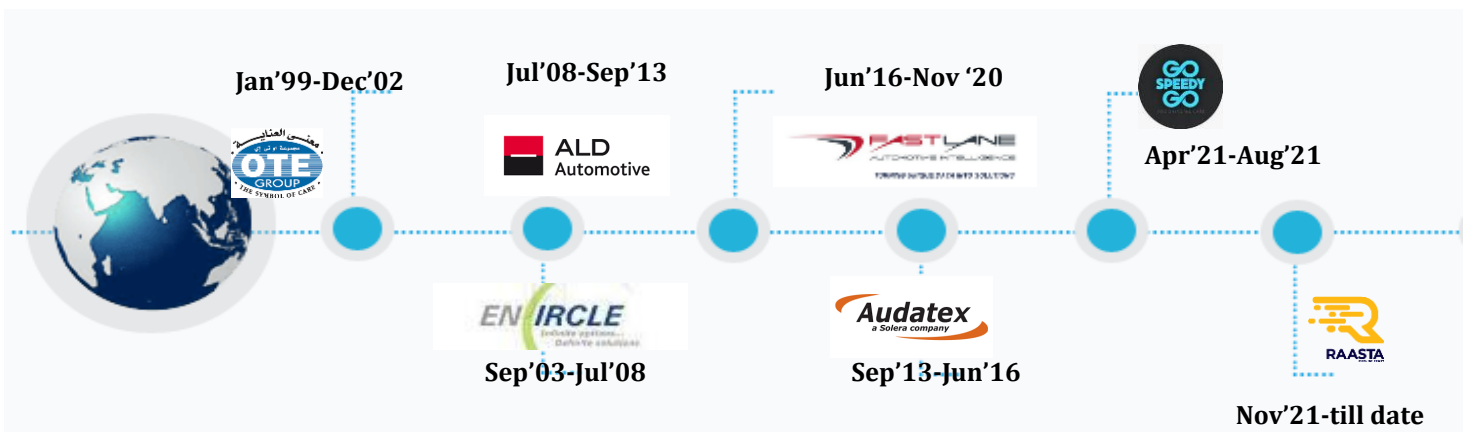
Soft Skills

Team player & Communicator
Innovator
Thinker
Adaptability
Empathy & Positive Attitude
Willingness to learn

Academic Details

- NCVT (Equivalent to Degree in Automobile Engineering) from TATA Motors, Jamshedpur in 1996

Career Timeline (Recent 5)



Work Experience

Nov' 21-till date with Raasta Autotech Pvt Ltd, Gurugram, Haryana- Business Head- (COO)

Growth Path:

Key Result Areas:

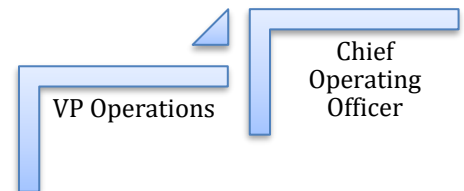
- Establishing end to end operational workflow for the department.
- Coordination with the Supply Chain, Operations, IT and the Digital Marketing team.
- Steering diverse responsibilities, including strategy planning & execution, new initiatives & operations.
- Coordinated with IT developers to create an end to end IT enabled platform on both iOS and Android Platforms with backends which included, AI and robust framework
- Overcoming complex business challenges and making high-stakes decisions using experience-backed judgment, strong work ethic & irreproachable integrity.
- Refined organizational structure to consolidate, streamline and delineate necessary functions.
- Collaborated with Operations and Supply Chain to develop and implement recommendations for service improvement.
- Negotiated and drafted contracts with business partners, clients and vendors.
- Furthered brand awareness through Marketing and Content management.
- Oversaw business-wide changes to modernize procedures and the organization.
- Developed innovative sales and marketing strategies to facilitate business expansion.
- Led a team of 50+ members and reported to the CEO

**Apr'21-Aug' 21 with Go Speedy Go (a unit of Hiferk Technologies Pvt Ltd),
Gurugram, Haryana**

Growth Path:

Key Result Areas:

- Instrumental in getting OEM and Insurance tie ups.
- Establishing end to end operational workflow for Franchisee Development.
- Creation of Franchise sales deck.
- Conducted webinars to prospective Franchisee Owners.
- Creation of RoI for all Franchisee Models in detail.
- Identifying the jobs to be undertaken in each franchise model.
- Identifying tools and equipments for each Franchisee.
- Coordination with the Supply Chain, Training department, Operations, Insurance Department and the Digital Marketing team.
- Steering diverse responsibilities, including strategy planning & execution, new initiatives & operations across various stints with the GSG.
- Coordinated with IT developers to create an end to end IT enabled platform on both iOS and Android Platforms with backends which included, AI and robust framework
- Prepared screen layout for website, ecommerce, franchise application which included payment gateway too
- Overcoming complex business challenges and making high-stakes decisions using experience-backed judgment, strong work ethic & irreproachable integrity.
- Refined organizational structure to consolidate, streamline and delineate necessary functions.
- Developed quarterly business plans to evaluate cost projections.
- Collaborated with Operations and Supply Chain to develop and implement recommendations for service improvement.
- Negotiated and drafted contracts with business partners, clients and vendors, saving company over INR5 lakhs per Franchise.
- Developed relations and business relations with leading players such as TATA, Bajaj, Hero, TVS, Cholamandalam GI, Total, Valvoline, Shell etc.
- Furthered brand awareness through Marketing and Content management.
- Oversaw business-wide changes to modernize procedures and the organization.
- Developed innovative sales and marketing strategies to facilitate business expansion.
- Led team of 5 other leaders reporting to Board of Directors.

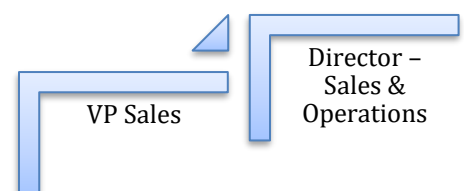


Jun'16-Nov' 20 with Fast Lane Automotive Pvt. Ltd., Gurugram, Haryana

Growth Path:

Key Result Areas:

- Coordinating with all leading OEMs/IAM /Insurance Companies @ the CXO/Sales Head/Analytics Head level to display data intelligence; directing the conceptualization & implementation of competitive strategies for generating sales, managing sales scorecard, developing as well as expanding market share towards the achievement of revenue & profitability targets



- Performing sales forecasting and competitive analysis to determine accurate performance levels and need for growth into current and additional vertical markets and product categories
- **Analyzing pipeline and leading data, delivering periodic reporting to the sales teams providing key business insights: typical reporting relates to Demand Generation, Pipeline Forecast and Trends, Conversion Rates, Target Account, and Market Segmentation**
- Involved in creating an end to end claims management system (for both motor and cattle) which involved , autofill, predictive analysis, live video streaming, image compression, video compression, payment gateway and integration with external platforms
- Coordination with the internal IT team and external developers to manage the project in the entirety.
- Presented in depth to Euro Car Parts on the Parts E Commerce platform with autofill of registration number
- Steering diverse responsibilities, including strategy planning & execution, new initiatives & operations across various stints with the group
- Overcoming complex business challenges and making high-stakes decisions using experience-backed judgment, strong work ethic & irreproachable integrity
- Providing customized solutions around data to help the stakeholders grow; coordinating with product team to customize or deliver the exact requirements of the client
- Attending various automotive seminars to stay in touch with the key stakeholders; building relationships with all the clients to upsell the product
- Managing the sales & operations team of 25 people; responsible for P&L for the company
- Initiating & developing relationships with key decision makers in target organizations for business development

Sep'13-Jun'16 with Audatex Solutions India Pvt. Ltd. (A Solera Group Company) Mumbai, Bengaluru & Gurugram, Haryana
Growth Path:

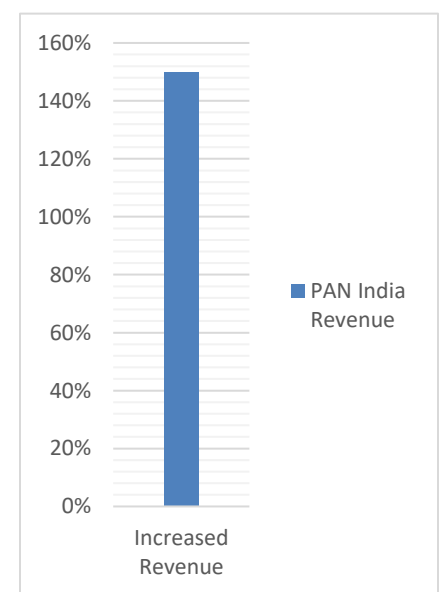
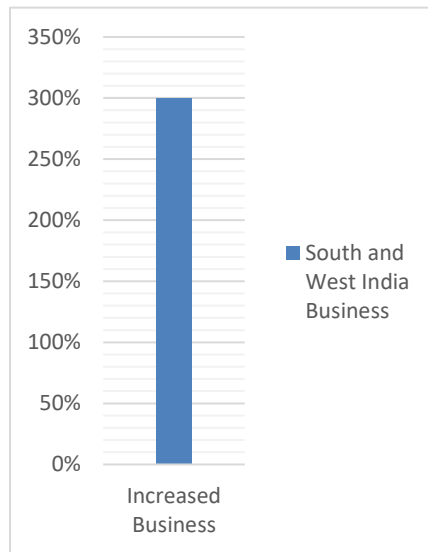
Regional Head
(Sales & Support) –
South & West
Sep'13-Jun'15

Country Head –
Sales and Technical
Support Jul'15-
Jun'16

Highlights:

As Country Head – Sales and Technical Support

- **Successfully managed Audatex Business (Sales) for the country to contribute 60% of the country revenue**
- Liaised with OEM/Insurance Partners, primarily, AUDI, BMW, MB, Skoda, VW, Mahindra, TATA, Honda for Business Development; provided Value Proposition to all the concerned stakeholders
- **Contributed towards 60% of the country revenue**
- Building relationships with OEM and pitch on upselling and cross-selling
- Was instrumental in setting up the tech platform for Audatex, which was integrated with our internal platform. This was a CRM application which was customized to our application
- Managed 4 Zonal Managers and 9 CSM's PAN India, and motivated them to perform the Solera Way
- Participated in Solera activities and growing with the same
- Set up the technical support department- managed 1 technical trainer and 2 support executives
- Answered 94% of queries in same call



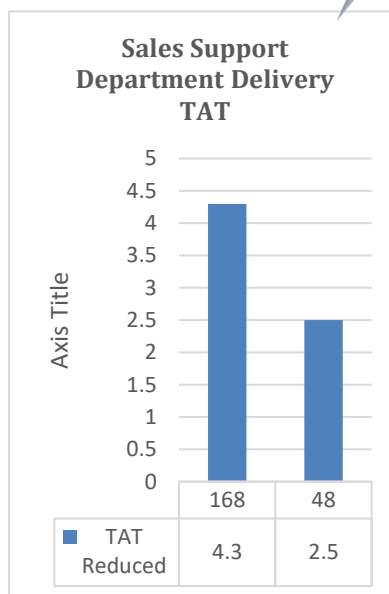
As Regional Head (Sales & Support) – South & West

- Supervised the entire West and South Business
- Successfully managed 4 Zonal Head (2 in West and 2 in South) and indirectly manage 10 RM.s to motivate them to perform the Solera Way

Jul'08-Sep'13 with ALD Automotive Private Limited, Mumbai, Maharashtra
Growth Path:

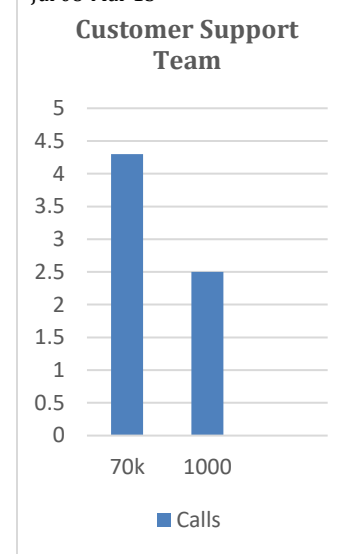
Highlights:

- Liaised with major manufacturers like Maruti, Ford, Tata, Hyundai and Mahindra and prepared a journey plan to increase awareness and numbers; conducted various marketing events, displays, campaigns to increase foot fall @ dealerships for leasing
- **Successfully managed 3 teams** – Sales Support, Customer Care and Client Acquisition and a team of 6 executives which includes a Team Leader
- **Steered efforts in managing quotes and after-sales support activity PAN India** for the sales team which consists a 25 member team all over India
- Created multiple processes with regards to the current system which helped reduce TAT
- Started the concept of weekly meeting within the team and introduced various reports
- Played a key role in setting up the call center web based software and also getting the IVR up and running
- Coordinated internationally with ALD International RFI/RFP pertaining to International Clients
- Introduced many processes-like new formats for termination, CRM, Voice Logger, Call Center Software and toll free number
- Increased the manpower from 4 to 15 executives



Head of Customer Support and International Coordination
 Jul'08-Mar'13

National Manager-Partnerships – Sales
 Apr'13-Sep'13



Team; worked on various

Previous Experience

Sep'03-Jul'08 with Encircle Exports Private Limited
Growth Path:

Senior Telemarketing Executive	Sep'03-Dec'03
Senior Team Leader	Jan'04-Sep'05
Sales Manager-Check Guarantees-Telesales	Sep'05-Sep'06
Sales Manager-Mortgage	Sep'06-May'07
Sr. Sales Manager-Staffing and Recruiting	Jun'07-Jul'08

Jan'03-Aug'03 with 247 Customer, Bengaluru, Karnataka
 Sr. ERO.

Jan'99-Dec'02 with Oman Trading Establishment, Muscat, Oman
 Service In-charge, Itqan Sarea

Trainings Attended

- Service Advisor Training at Oman Trading Establishment - Oman
- Training on Customer Satisfaction at Oman Trading Establishment- Oman
- Training on how to handle irate customers in ALD Automotive Mumbai
- Was a speaker in the SME Summit for Car Leasing held in Mumbai during ALD Automotive
- Attended the Allianz Global Summit in Munich, Germany

Personal Details

Date of Birth: 23rd June 1975 ~ **Languages Known:** English, Hindi, Malayalam and Arabic (Beginner)

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