

AVI CHATTERJEE

DIGITAL TRANSFORMATION, SOLUTION
ARCHITECTURE, ENTERPRISE SOLUTION
SALES, B2B SALES

INDUSTRY 4.0|SAAS|SMART
FACTORY|AUTONOMOUS
ROBOTS|HORIZONTAL&VERTICAL
SYSTEMS|IIOT|ADDITIVE
MANUFACTURING|BIG DATA AND
ANALYTICS|AUGMENTED
REALITY|SIMULATION |CLOUD
PRODUCT AND SERVICES

ABOUT ME



17 years of experience as Business Development, Sales & Marketing, Pre-Sales, Solution Architect, Technical Consultant, along with Engineering background for Industry 4.0, IOT, Cloud Product and Services, Process Automation, Substation Automation, Digitalization, Smart Cities, experienced in both Continuous and Batch Process covering DMR, TMR and QMR ESD PLCs and SCADA.

CONTACT

+91 9804500034

avitrip2000@gmail.com

8 Russa Road South 3rd Lane,
Kolkata-700033

EDUCATION

2001 – 2005

B.Tech -ELECTRICAL ENGINEERING

WEST BEGAL UNIVERSITY OF
TECHNOLOGY.

EXPERIENCE

INFINITE UPTIME

REGIONAL MANAGER-NORTH & EAST

2021 – TILL DATE

Responsible for leading and managing the Regional Sales Team - driving penetration and growth in the region through assigned accounts. Provide input to senior management into the go-to-market strategy for the territory for Cloud Based Product and Services. (Data Diagnostics as a service)

EXPERIENCE (CONTD...)

DRÄGER

**SALES MANAGER- PROJECTS,
OIL & GAS AND CHEMICALS**

2020 – 2021

Responsible for Sales and Business Development for the Eastern Region Oil & Gas and Chemical Projects. Including Cloud Based Product and Services.

ROCKWELL AUTOMATION

**KEY ACCOUNT MANGER,
OIL & GAS AND CHEMICALS**

2018 – 2020

Responsible for Managing O&G and Chemical Accounts in Eastern India covering full Rockwell portfolio offerings

SCHNEIDER ELECTRIC MENA

**SENIOR MANAGER, MARKETING &
SALES**

2017 - 2018

Responsible for handling Marketing & Sales across the Globe (excluding NA) for ETAP RT (real time) Cloud Based solutions.

GLOBAL SOLUTION ARCHITECT

2016 - 2017

Responsible for Prescribing and Developing Cross Platform Solution Sales with Schneider Current Electrical portfolio with acquired Invensys Automation Portfolio. Including Digitalization and Cloud Based Solutions and Services.

FUNCTIONAL SAFETY CONSULTANT

2015 – 2016

Functional Safety Projects, including but not limited to SIL Verification, HAZOP Studies, WHAT-IF analysis etc.

EXPERIENCE (CONTD...)

SCHNEIDER ELECTRIC (CONTD..)

**TECHNICAL SALES CONSULTANT,
TRICONEX**

2010 – 2013

Product Specialist for TRICONEX, Subject Matter Expert for Safety System Portfolio, Lead Proposal

Specialist for TRICONEX.

PROJECT ENGINEER

2005 – 2007

DCS & ESD Detailed Project Engineering.

YOKOGAWA MIDDLE EAST AND AFRICA

**ASST. MANAGER, SALES &
MARKETING- SYSTEM SOLUTIONS**

2013 – 2015

Sales and Marketing of Automation Solution.

ABB MENA

SENIOR SALES & SERVICE ENGINEER

2007 – 2010

Sales and Service for Automation Portfolio.

KEY COMPETENCIES

- Teamwork
- Decision Making
- Reliability
- Adaptability
- Planning and Organizing
- Communication
- Integrity
- Stress Tolerance
- Initiative
- Asset Management

EXPERIENCE (detailed)

INFINITE UPTIME

REGIONAL MANAGER – NORTH & EAST

October 21 – Till date

As RSM North and East

- Ensure sales organization meets booking commitment goals by setting strategies and leading sales managers in execution of the selling via Sales Teams through diligent lead follow-up, mining the installed and new customer base and prospecting.
- Provide guidance to account managers in matters of problem resolution, sales strategies, competitive analysis and pricing, bids/RFPs/RFQs, and corporate policy interpretation.
- Lead sales organization in following the sales methodology and best practices, as well as using CRM as a system of record in order to maximize the Infinite Uptime opportunities.
- Identify market potential (geographic, product, etc.), set sales strategies to capture this potential, and manage investments to eliminate coverage gaps. Participate in the design and development of organizational structures to address gaps and support short- and long-term business objectives.
- Perform key functions to recruit high performance sales reps and sales management including interviewing, hiring, monitoring, employee feedback and documentation, counselling and coaching, and performance management / improvement when needed. Identify staffing needs. Work with senior management to set budgets and implement plan.
- Orchestrating Resources - Provides organizational leverage to get the right resources to the right opportunities even in the face of the most complicated challenges. Is able to align and leverage geo-wide resources from multiple functions, some of which may not report direct to them.
- Effectively manage expenses across the sales organization.
- Communicate and collaborate with larger v-team to maintain consistency with headquarters' direction and strategy, and informed of company activities and initiatives.
- Define account and opportunity planning processes and develop new initiatives to maximize revenue and maximize market potential and lead sales management in developing execution strategy.
- Demonstrate strong product knowledge and ability to articulate our value proposition; ability to train sales managers to implement this within the sales organization.
- Engage with strategic Channel Partners in the development and execution of the overall business plan.

DRÄGER

AREA MANAGER, OIL&GAS AND CHEMICAL

June 2020 – September 2021

As AREA MANAGER, O&G

- Drive Digitalization initiatives in line with the policy of the company.
- To achieve the Planned Sales Revenue from Oil and Gas Market Segments in the assigned territory of East for all Dräger Business as whole portfolio by developing Key-Account/ EPC's and managing the business through effective and dynamic Channel Partners. To Develop strategy and account plans for assigned accounts and to coordinate with channel & Industry Vertical Teams/OEM in order to achieve AOP Target
- Key Account Management, Provide Market Information for Management decision Process, Manage Credit Control & Receivables with PSU's/end Customers, & Business Partners. Support Marcom Activities for implementing the Operative Marketing Plan.

Roles and Responsibilities: -

- Account Management: -
 - Identify & Register Draeger overall Safety portfolio as a vendor with PSU's/End Customers and Contractors (E.g., IOCL, ONGC, OIL, BCPL, NRL etc.)

- Create Demand with these Key accounts end-customers for Draeger Business
- Handle all Pre-sales Activities, Create Contact Matrix
- Performa Sales Process: -
 - Project funnel development & maintenance in CRM, Order forecast along with Monthly Order Entry and New sales Development, Liaison with System Integrators and Channel Partners, Handing over of secured projects to fulfillment team
- Cross Functional Teamwork: -
 - Support the Segment/Business Managers for developing the Projects Business in designated territory
 - Support the Service Manager to implement the Service Plan in designated territory

ROCKWELL AUTOMATION INDIA PVT LTD

KEY ACCOUNT MANAGER
December 2018 – June 2020

As KEY ACCOUNT MANAGER, O&G

- To Develop strategy and account plans for assigned accounts and to coordinate with channel & Industry Vertical Teams/OEM in order to achieve AOP Target
- To Maintain healthy mix/funnel of products, solutions and services within assigned account packages
- To Obtain in-depth understanding of client processes and business model and also map key client manager from Rockwell Automation to key client contacts
- Identifies right qualifying opportunities and drive quality of engagement to ensure effective customer win rate

Roles and Responsibilities: -

- Leverages application knowledge/industry expertise to manage sales activities in adherence to Rockwell Automation's Customer Centric (selling/win) strategy process
- Coordinates with key stakeholders (RA/CH) to ensure timely and effective product, solution and services delivery
- Collaborates with key stakeholders to ensure continuous flow of sales funnel (prospective clients)
- Ensures compliance to policy and procedures as per Rockwell

SCHNEIDER ELECTRIC MENA

SENIOR MANAGER, GLOBAL TECHNICAL SOLUTIONS SALES (ETAP)
September 2017 – March 2018.

As Senior Manager, Global Technical Solutions Sales

- Responsible for Global Sales and Business Development for ETAP RT solutions and Cyber Security offerings.
- Liaise with the Customer Requirement and provide bespoke SCADA solutions.
- Coordination with Channel Partners across the globe and taking care of the logistics and conflict of interest.

Roles and Responsibilities: -

- Determine the correct market strategy for different geographical locations
- Coordinates with different system integrators and channel partners, taking care of the conflict of interest and logistics issues
- Create market intelligence database, competitors mapping and pricing strategies
- Major Global Account handling, LTSAs and Global Agreements.
- Development of business in the field of Technology partnerships.

GLOBAL SOLUTION ARCHITECT (SCHNEIDER)
September 2016 – September 2017

As Global Solution Architect.

- Maximize portfolio offering between Standard Schneider Electrical offering with that of Acquired Invensys Portfolio.

- Increasing PAM in every prescription offering for Pre-FEED, FEED and BID to BID budgetary offers.

Roles and Responsibilities: -

- Ensures that the customer solution is understood and feasible. Preparation of Quotations, Pricing for Cross Platform Product Portfolio.
- Business Development and Marketing of Schneider entire product portfolio as prescription activity with product expert from each division.
- Coordinates follow-up on bid and works with the Sales force to conduct the post-bid review with the customer
- Reviews the action items with customer, assisting in the definition of project scheduling including: documentation issue dates, hardware delivery, construction milestones, cut over and commissioning plans.
- Works with customer engineering through the initial phases of the project by ensuring seamless transition from sales to customer engineering and service with a comprehensive order entry transfer report

FUNCTIONAL SAFETY CONSULTANT (GAR SIS CONSULTING-SCHNEIDER PARTNER) May 2015 – September 2016

Projects

- Safety Integrity Level (SIL) Review for SECL-TAKREER Carbon Black and Delayed Coker Project - A Safety Integrity Level (SIL) Review was conducted by the use of layers of protection analysis (LOPA) covering the Coke Calcinations Unit (CCU) for Takreer (the oil refining wing of Abu Dhabi National Oil Company) on behalf of Samsung Engineering Co. Ltd (SECL).
- Clean Fuels Project (CFP) Isomerization Unit Safety Integrity Level (SIL) Study - A Safety Integrity Level (SIL) study by the use of layers of protection analysis (LOPA) on Clean Fuel Project (CFP) Unit 107 Isomerization Unit was conducted for Kuwait National Petroleum Company (Mina Al Ahmadi Refinery) on behalf of GS Engineering & Construction (GS E&C).
- Bechtel National, Inc. River Protection Ammonia Reagent System (AMR) and Low Activity Waste (LAW) Project Quantitative Risk Assessment - The purpose of this analysis is to perform a Safety Integrity Level (SIL) assessment for hardware random failures of the Ammonia Reagent (AMR) Safety System Logic Solver Cabinet AMR-ENCL-00003 for the Hanford Waste Treatment Plant (WTP), Washington, USA. Fault tree analysis methodology was utilized.
- Foxboro I/A Over speed Trip System Quantitative Risk Assessment – The purpose of this analysis was to evaluate the Foxboro I/A Over speed Trip System at the Omaha Public Power District, Fort Calhoun site using Quantitative Risk Analysis (QRA) by the fault tree analysis technique. The results of this study provide an estimate of the probability to fail on demand (PFDavg).

TECHNICAL SALES CONSULTANT, TRICONEX (SCHNEIDER) December 2010 – December 2013

Achievements

- 1st Tri-GP order in MENA region and 2nd in the globe by convincing KNPC technically to use TRI-GP for their TMC application.
- Subject Matter Expert for providing the solution to the winning team of internal Invensys team in SKO, Barcelona.

As a Technical Solution Specialist for Triconex

- Provide technical expertise
- Define the business case
- Qualify the opportunity
- Analyze client business objectives, operations, and current environment, to propose a technical, business and financial solution that addresses requirements.
- Support proposal generation
- Monitor competitor activity in each account and ensure that appropriate response strategies are formulated and communicated

Roles and Responsibilities: -

- Provide technical expertise:
 - Provide to the team with Competitive and Compliant System Solution.
- Define the business case:
 - Comprehend the features, benefits and value propositions related to the products and services and translate the knowledge into a business language and fluently articulate it within a client environment.
- Provide business acumen:

- Understand and apply industry/market knowledge in client communications and dialog in terms of macro drivers, significant trends and strategic directions
- Qualify the opportunity:
 - Analyze client business objectives, operations, and current environment, to propose a technical, business and financial solution that addresses requirements.
- Support proposal generation
 - Support proposal development with Engineering and Proposal Manager;
 - Monitor competitor activity in each account and ensure that appropriate response strategies are formulated and communicated.
- Day to Day activities.
 - Support the CSE's and CSR's for meeting assigned sales quota and ensure that the annual Portfolio segment assigned target is met
 - Qualify the opportunity (mapping of solution versus client requirements / expectations)
 - Support account plans for the part related to Portfolio segment assigned
 - Contribute to the proposal process by providing the Bid Manager with a validated solution architecture
 - Align with Global Consulting to support short assessment engagements when relevant
 - Host Conference and Seminars helping the business to evolve in the portfolio dedicated
 - To supply support or answer questions from the sales team requiring technical knowledge including Requests for Information (RFI's) and Requests for Proposal (RFP's)
 - Deliver overviews of a product or a solution from a technical point of view
 - Deliver internal training to IPS Sales Team
 - Call on prospective customers, provide product information, prepare tailored demonstrations and value propositions
 - Provide follow-up with customers to ensure customer satisfaction with the products and/or services and support
 - Advise management of breakdown in communications, loss of sales contract or service, and proactively communicate forecast changes, along with the plan and execution of a risk mitigation strategy
 - Complete "autopsies" of all sales campaigns - wins and losses
 - Work with Marketing and Sales to identify target accounts and opportunities within the framework of organization wide sales strategy

PROJECT ENGINEER (SCHNEIDER)

January 2005 – September 2007

Project Handled

- IPCL, Vadodara (Venue: IIPL, Chennai)
- IOCL, Guwahati Refinery (Venue: Guwahati, India)
- Calcutta Electric Supply Corporation, Budge Budge Generating Station (2x 250 MW Power Plants) (Venue: Budge Budge, Kolkata, India.)
 - Troubleshooting of Redundant Fieldbus cable failure of Foxboro I/A Series CP 40 DCS system
- IOCL, Haldia Refinery (Venue: Haldia, West Bengal, India.)
 - Engineering Audit to study and prepare conceptual design package for Up-gradation from Triconex System from v7 to v10 in Fuel-Oil and Lub-Oil Division.
 - Troubleshooting in the Communication Network of the Triconex System along with Triconex expert from Malaysia.

YOKOGAWA MIDDLE EAST & AFRICA, ABU DHABI

ASST. MANAGER, SALES-SYSTEM SOLUTIONS

December 2013 – April 2015

As Technical Solution Specialist for Systems

- Provide custom made solutions from available portfolio offering of Yokogawa.

- Optimize the pricing for maximum feasible profitability.
- Taking care of Prosafe RS Safety Systems and Centum VP DCS systems--Technical sales and marketing for UAE.

Roles and Responsibilities: -

- Identify and resolve any (potential) implementation issues. Coordinate with all the appropriate areas within the company (e.g., Customer Engineering, Field Services, Construction, Contracts, Industry marketing) regarding the terms, conditions, technical requirements
- Coordinates follow-up on bid and works with the Sales person to conduct the post-bid review with the customer
- Reviews the action items with customer, assisting in the definition of project scheduling including: documentation issue dates, hardware delivery, construction milestones, cut over and commissioning plans.

ABB, MENA HQ, DUBAI

SENIOR SALES & SERVICE ENGINEER.

September 2007 – December 2010

Managing Sales and Services of wide range of Control Products and Instrumentations for Oil & Gas, Process Industries, General Engineering sector all over Middle East. Also managing Activities for Turnkey Projects as direct BID. Looking after Post Sales Activities, Services and Commissioning.

- Managing Sales of wide range of Control Systems and Instrumentations throughout Middle East.
- Managing Turnkey Projects – from Pre-Bid Activities, Bid Preparation, Negotiation,
- Preparation of Quotations, Pricing for Distributors and Traders and End Users.
- Managed and Completed Projects - PLC (Series 40-50) Programming of 7 Analyzer Houses in DODSAL CCW Project, RasLaffan, Qatar.