

PROFILE SUMMARY

High- performing and results oriented self-motivated professional with experience in Sales, Presales, Project Management, Business Development and SAP (Sales and distribution). Seeking a position that will utilize my skills and abilities that will offer me professional growth while being resourceful and a significant contributor to the organization.

Highly skilled at relationship building with clients across organizations and teams. Adept at assessing needs, generating options and implementing solutions in collaboration with all the stakeholders. Well-versed in all phases of project planning, designing, delivery and operations. Ability to meet deadlines, prioritize workloads and work independently in a fast-paced environment.

Skills:

- Ability to manage multiple priorities under set deadlines
- Excellent documentation and presentation skills
- Strong in business analysis and client relationship
- Ability to work in team as well as individual

Competencies:

- Process Improvements
- Program & Project Management
- Stakeholders Management
- Cross Functional Co-ordination

EXPERIENCE & ACCOMPLISHMENTS

SuccessMetric Pvt Ltd

(Feb 2018 – Till date)

Director – Sales &Marketing

Head of sales and marketing for the organisation for it products and services in Analytics, AI, ERP and web/ mobile application department

- Handling complete sales and marketing operations and process standardizations
- Analyzing business potential and devising business plans for driving sales, supplementing turnover and achieving desired targets.
- Dealing with clients on a day-to-day basis and attend client meetings, when appropriate to gain a full

understanding of the client's needs.

- Handle agency for various B2B marketing and lead generation
- Responsible for managing end to end sales cycles, from lead generation to conversion across the globe.
- Heading the Sales team (B2B sales) for the Analytics, AI, ERP and Web & Mobile Application verticals of the organization.
- Handling corporates/ clients with turnover of 100 crores and above.
- Heading the entire Marketing and digital marketing team and responsible for planning and conducting all sales promotional events, marketing campaigns, digital campaigns like FB, linkedIn, ad words etc and allocating budgets for the same.
- Responsible for competitor product analysis and coordinate with internal product team for product development.
- Responsible for end to end management of strategic alliances and partnership
- Lead a team comprising of Sr.sales managers, sales executives, marketing manager, digital marketing executives, and telecallers .
- Conducting Sales activities to generate and grow business.
- Developing and retaining corporate relations
- Coordinating and networking with associations like NASSCOM, FICCI, FTAAPCCI, CII etc

Tech Mahindra Growth Factories Ltd

(July 2016 - Feb 2018)

Manager - B2B sales (Upx Academy)

Responsible for strategy and business operations through meeting our business requirements. Also accountable for project meets both its short and long term goals.

- Responsible for managing the B2B sales cycles and process standardizations from lead generation to final conversion for business across APAC, Africa & Europe.
- Lead a team of B2B sales managers, sales executives and interns for selling corporate training packages on online courses on Big Data and Data Science.
- Handled prestigious clients like SFO Technology, Bangla Link, Paul Merchants, etc.
- Organized 2 successful corporate events with NASSCOM on behalf of Tech Mahindra
- Delivered over 10 webinars for the prospects and clients across APAC
- Handling the agencies and other lead generation partners.
- Analyzing business potential and devising business plans for driving sales, supplementing turnover and achieving desired targets.
- Dealing with clients on a day-to-day basis and attend client meetings, when appropriate to gain a full understanding of the client's needs.
- Conducting Sales activities to generate and grow business.

- Meeting Clients for Business Development

Tech Mahindra Ltd

(July 2012 - Oct 2014)

Business Consultant (Project Management /Resourcing) with Tech Mahindra Ltd

Responsible for program delivery through meeting the needs of all the stake holders. Also in-charge of making sure that the Project meets both its short and long term goals.

- Project management activities for SAP SD functional Support for client – Microsoft and Cambridge University Press (CUP).
- Role involves identifying potential clients and developing a relationship with the client. Identifying requirement of the client and delivering accordingly\
- Acted as the shift in-charge where I was the single point of contact between Microsoft and Tech Mahindra during my shift.
- Involved in activities like Reporting, Billing, Agile methodology, Ticket Assignment, Client Visits, Project Monitoring on Microsoft Project Management tool.
- Tracking SLA's
- Worked on project management like reviewing of contract, project tracking, reporting activities, quality documentations, client meetings etc
- Involved in various presales activities
- Configuration, unit testing in development and quality systems before moving the changes to Production system
- MRD activities like critical jobs monitoring, Idoc monitoring short dumps etc.
- Responsible of assigning and monitoring tickets to the team.
- Worked with Resource Management Group for various resourcing activities & weekend drives.

Software engineer – SAP SD

Responsible for generating revenue through meeting the needs of both existing and prospective customers in target industry sectors. Also in charge of making sure that the firm meets both its short and long term business objectives.

Worked for Client - BMW

- Resolving issues and providing solutions on time to meet SLA's
- Preparation of functional specifications for new developments
- Configuration, unit testing in development and quality systems before moving the changes to Production system
- Worked on VMS module.
- Monitoring daily transactions and resolved end user queries.
- Interact with the client on a regular basis when appropriate to gain a full understanding of the client's requirement and business process.
- Worked on VDS (Vehicle distribution system) for entire China market for BMW vehicles.
- Identified the cause and performed primary and secondary actions for vehicles with failed status
- Worked on Idocs and batch jobs.

Manager - Sales

- Advising clients on various Life Insurance products
- Identifying potential clients and generating leads for corporate relations team to fulfil the requirement of the client and delivering accordingly
- Handling HNI portfolio of the major clients.
- Conducting Sales activities to generate and grow business.
- Meeting Dealers and Major Clients for Business Development
- Analyzing business potential and devising business plans for driving sales, supplementing turnover and achieving desired targets.
- Dealing with clients on a day-to-day basis and attend client meetings, when appropriate to gain a full understanding of the client's needs.
- Identifying and recruiting sales partners/agents.

GMR Group, Hyderabad & Mumbai

(Feb 2008 to July 2009)

Associate Manager

- Handling Investor Relations
- Maintaining and submitting MIS reports on a fortnight basis to facilitate the higher management to initiate the decision making process.
- Preparation of Budget
- Providing business support to perform a pre- feasibility analysis for the SEZ projects
- Developing strategies for the forthcoming SEZ projects based on the investor relations.

Kotak Mahindra Bank, HYD

(July 2007 to January 2008)

Deputy Manager

- Handling portfolio Management System for major of the clients, managing a portfolio of around Rs.50 lakhs.
- Initiating and developing relationships with target organizations for business development.
- Advising clients on Fixed Deposits, Mutual funds, etc.
- Advising Clients about various Life insurance products, General Insurance products.
- Analyzing business potential and devising business plans for driving sales, supplementing turnover and achieving desired targets.
- Dealing with clients on a day-to-day basis and attend client meetings, when appropriate to gain a full understanding of the client's needs.
- Meeting Dealers and Major Clients for Business Development.
- Generating leads and providing support to sales team for various investment products
- Develop an in-depth knowledge of our client's vision, strategies, programs and projects, single point-of-contact that is a senior decision maker with clout who can get things done for them.

CERTIFICATIONS

- ✓ **Certified SAP ECC 6.0 – Sales & Distribution (SD) Consultant, Course collection – 92** SISL (Siemens Information Systems Limited), Hyderabad, Authorized training centre of SAP AG in India)

TECHNICAL EXPOSURE

- ✓ Leadsquared a marketing automation & leads management tool
- ✓ Learning Management Systems – Blackboard, Moodle, Learnyst
- ✓ Well versed with Ms-Office - Excel, Word, PowerPoint, Adobe Acrobat reader

EDUCATIONAL QUALIFICATIONS

- ✓ ☐ M.B.A (marketing & Finance) from VIT Business School, VIT in the year 2007.
- ✓ ☐ B.COM from Annamalai University in the year 2005.
- ✓ ☐ XII from Board of Intermediate education AP in the year 2002.
- ✓ ☐ X from I.C.S.E Board in the year 2000

INTERNSHIP

- ✓ Worked as an intern with Jet Airways in the MIS dept.
- ✓ Conducted a survey on “Cost viability for low cost airlines in the domestic Indian aviation Industry”.
- ✓ Was elected as the house Prefect in School.
- ✓ Won an award for best anchoring in College.
- ✓ Participated and won award in various elocution competition in school and college.

References: Available upon request