

VARMA SIRAVURI

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Strategy Planning ~ Business Development ~ Brand Management ~ Profit Centre Head

PROFILE SUMMARY

Competent management professional having 26 years of significant achievements across different industries viz. FMCG, Telecom, People Logistics, Sustainability and Healthcare operations. Experienced in handling businesses with complete P&L responsibility. Have experience in establishing and driving business for continuous growth.

- ❖ My work exposure at the national and international levels in the multi-continent regions (India, Middle East, Europe, and Africa) gives me the confidence to manage any business efficiently.
- ❖ Profit & Loss oversight with a demonstrated track record of increasing revenue and growing bottom line while spearheading operational improvement to drive productivity and cost optimization.
- ❖ Skilled at leading cross-functional teams to deliver effective solutions to complex problems, thereby capitalizing on new business opportunities in organizations.
- ❖ Ability to work well with internal and external senior management in a diverse cultural environment, excel in a demanding and dynamic environment while remaining pragmatic and focused.
- ❖ Passionate about creating high-performance businesses, driving operational excellence, and impacting society positively.

CORE COMPETENCY

- ◆ Stakeholder Management ◆ People Management ◆ Financial Management ◆ Operations Management ◆
- ◆ Learning & Development ◆ Customer Services ◆ Business Development ◆ Process Management ◆

WORK EXPERIENCE & ACCOMPLISHMENTS

Chief Operating Officer (COO)

Emergency Management and Research Institute India

Dec 2018 - Present – Hyderabad, India

Emergency Management and Research Institute is the world's largest professional emergency services provider.

Pioneers in 108 National Emergency Management, 102 JSSK, 104,181 Helpline, Police Dial 100 and 1962 VAS.

- ⇒ **Operations Management:** Expertise in managing operations with key focus on profitability by ensuring optimal utilization of resources. Accountable for the entire operation of Emergency Management Transport System 108 and National Ambulance Services 102. Managing vital Emergency Healthcare and helpline Services.
- ⇒ **Financial Management:** Instrumental in achieving business milestones along with positive EBIT for the last three years. Managing regular cash flows, budgets, impact and performance reporting, and business operating plans and achieving increased growth and top-line profitability.
- ⇒ **People Management:** Effectively managing 4000 vehicles and 10,000+ field workforce and backup support staff working at multiple locations and ensuring the best possible services to the beneficiaries.
- ⇒ **Contract Management:** Liaised strategic partnerships with the Government of India, Ministry of Health & Family Welfare, and National Health Mission to obtain new business in PPP, and RFP - tender contracting mode for the critical health care projects and Implementation across various geographies.
- ⇒ **Capacity Building:** Strengthening competencies and skills by providing critical international standard training in association with American Heart Institute and Stanford University, USA.

Associate Vice President - Business Development

Carzonrent India Limited

Dec 2016 - Dec 2018 – Hyderabad, India

India's # 1 Ground transportation service provider offering car rental services to various companies, Limousine services to emirates airlines, Myles self-drive cars, and Easy Cabs airport cab services across India.

- ⇒ **Business Development:** Responsible for P&L and expansion for car and driver business. (Easy cabs, Corporate Rentals, Airports, Limousine, Retail - Local & Outstation and On-Demand Employee Transportation)
- ⇒ **Customer Service:** Played a significant role in automation to improve fleet utilization and customer experience. Able to capitalize on the highest number of vendor induction (3500 cars within the first 6 months period).
- ⇒ **New Client Acquisition:** Acquired 21 large National accounts in the IT/ITES industry within a short time, such as Amazon, Google, Wipro, ADP, and Infosys. Directed large fleet along with 24x7 call center operations.

Head of Operations

Meru Mobility Tech Limited

Nov 2014 - Dec 2016 – Hyderabad, India

Meru Cabs was the third-largest Radio Cab Company in the world offering travel services to individuals and various companies.

- ⇒ **Business Development:** Developed the operations process & training modules for quality customer services.
- ⇒ **Operations Management:** Coordinated call center operations and provided quality services to the customers.
- ⇒ **Quality Customer Services:** Achieved customer satisfaction by handling customer feedback and minimizing customer grievances. Delivered quality services to consumers and ensured a high level of discipline in services.

Business Head

Water Health International

March 2010 – November 2014, Africa

Water Health is a Community Water Systems Company that sets up decentralized water purification plants in underserved and under-served communities of the world. Water Health Centers deliver a scalable and sustainable solution to purify any source of water to WHO- quality drinking water standards.

- ⇒ **Business Development:** Instrumental in growing the scale of operations of Water Health from a mere 150 to about 1,000 plants which collectively purify about one (1) billion litres of water every year and provided access to about ten (10) million people globally.
- ⇒ **Financial Management:** Grow and drive the African subsidiaries of water health international (Nigeria, Liberia, Ghana) to profitability.
- ⇒ **Project Management:** Successful in the acquisition of new geographies through the PPP approach and soliciting funds through strategic tie-ups with corporate foundations i.e., GETF, US-AID, Coca-Cola & Diageo.

Regional Head

Reliance Communications

Jan 2008 - Mar 2010 – Hyderabad, India

India's biggest mobile telephone services provider. Handled diverse responsibilities of Reliance Digital TV Direct to Home service new customer acquisitions, Retention, and Recovery.

- ⇒ **Profit Center Operations:** Joined as Cluster Head in AP Circle, sales/marketing, operations & channel management for BIG TV- DTH Division and Achieving & maintaining the predefined market share.
- ⇒ **Business Development:** Launched Reliance BIG TV successfully with a strong network of channel partners and acquired 1 lac subscribers in 50 days of launch. Expand the market of the brand from 70 towns to 400.
- ⇒ **Customer Services:** Appraisal for being No-1 for 2008-09 in terms of sales, collections, network and penetration, and overall market coverage. Achieved 103% AOP in 2009-10 & increased revenue contribution of the region from 5% to 12% in 2009-10 over LY.

Regional Sales Manager

Kraft Heinz India, FMCG Consumer Goods

July 1996 - Jan 2008 – Hyderabad, India

The Kraft Heinz Company, USA is one of the world's largest food and beverage companies marketing power brands like Complan, Glucon-D, Nycil, and Heinz Tomato Ketchup in India.

- ⇒ **Sales Management:** Managed general trade, wholesale, and modern trade business of Kraft Heinz India products. Received Best Performance Awards for the highest growth in 2002 & 2003 and acclaimed No 1 in All India in FY 99-00 year with revenue growth of 43%.
- ⇒ **Marketing Management:** Successfully Launched and improved sales of three main products (Complan, Glucon-D, Heinz Ketchup in India) of the company by implementing better distribution & sales schemes.
- ⇒ **Distribution/Channel Management:** Strengthened and created a multi-layered, innovative distribution network and ensured the availability of the products at an arm's length to the consumer.

Employment History: VITA Diagnostics, Subhiksha, YSG Logistics, Shyam Salasar Logistics, IAS, Danube, UAE.

EDUCATIONAL CREDENTIALS

- ❖ **Doctor of Management - Marketing, 2020-2023 - GITAM University, Visakhapatnam, India (NAAC A+)**
 - ❖ **Master of Business Administration - Marketing, 1999 - GITAM University, Visakhapatnam, India**
 - ❖ **Bachelor of Business Management - Marketing, 1996 - GITAM University, Visakhapatnam, India**
 - ❖ Certificate Program in Marketing Management- Indian Institute of Management, Bangalore, India
 - ❖ Disaster Management Professional - UN-SPIDER, ISRO.
 - ❖ Disaster Preparedness - Pittsburg University.
 - ❖ Lean Six Sigma Black Belt Certification
 - ❖ Kaizen Approach – Lean Methodology for continuous Improvement
 - ❖ Artificial Intelligence - Accenture
 - ❖ Global Biosecurity for One Health - Murdoch University, Australia
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LANGUAGES: English - Professional, Hindi - Professional, Telugu - Native and French - Intermediate

COMPUTER PROFICIENCY: Proficient with the use of MS-Office (Word, Excel, PowerPoint) Internet, SAP

MARITAL STATUS: Married

NATIONALITY: Indian

PASSPORT & VALIDITY: U6957147 till 2030

ADDITIONAL SKILLS:

- ❖ Sincere, Honest, Responsible, Punctual, and Self-confident
- ❖ Ability to thrive in an environment of change, challenge, and competition
- ❖ Ability to work in a group and lead a group, motivated and self-driven
- ❖ Excellent inter-personal skills with an ability to lead large teams
- ❖ Corporate Trainer: Trained professionals and various cross-functional teams on Sales Strategies.

AFFILIATIONS:

- ❖ Member, Board of Studies: Department of marketing, GITAM University 2018-21, Visakhapatnam, India.
- ❖ Member, International AIDS Society, Switzerland
- ❖ Member, Safe Water for Africa consortium, Africa
- ❖ Member, International Red Cross Society, Switzerland
- ❖ Mentor, Great Lakes e-learning services

References: On Request