

**ANOOP MURALI**

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**Seasoned Professional Seeking Senior Position in Sales, Operations, Corporate Strategy and Business Development with Corporates and MNCs****PROFESSIONAL SYNOPSIS**

- An **Ingenious professional** with **over 21 years** of rich experience in **IT and Mobile Communication** Industry with well-known organizations.
- Extensive **background in Sales, Operations & Business Development**; including Strategic Planning, Sales & Marketing, Profit Center Operations, Key Account Management, Market Research and Analysis, Team Management, etc.
- Currently working with **Teknode Infosystems Private Limited, Bengaluru as Co-founder and Director – Business Development**.
- Previously worked with **Transform TT Technosol FZE, nCode Solutions, Infinite Computer Solution (I) Limited and Page Point Services India (Motorola JV), etc.**
- Interact easily with people of diverse backgrounds, cultures, and professional levels. Excellent understanding of and ability to accommodate individual learning styles.

**AREAS OF EXPERTISE**

**Business Planning**  
**Procurement & Supply Chain**  
**Quality Management**  
**Government Liaisoning**  
**New Business Acquisitions**

**Business Development**  
**Inventory Management**  
**Capacity Management**  
**P & L Management**  
**Product Marketing**

**Sales & Operations**  
**Lean Design & Process Flow**  
**Entrepreneurship Role**  
**Innovation**  
**Team Management**

**KEY SKILLS**

- Formulating operational goals and developing business plans.
- Presales and Inside Sales Sizing and Solutions to support revenue streams and GTM Strategies.
- Streamlining functioning of processes, identifying improvement areas and implementing adequate measures to maximize customer satisfaction.
- Managing supply chain and Training and mentoring Channel partners to achieve business goals.

**ACADEMIC CREDENTIALS and IT SKILLS**

- MMBA, Executive Education Program, IIMB, Bengaluru, India, 2021.
- MBA, Bengaluru University, Bengaluru, India, 1999.
- Proficient in Microsoft Office, SFDC.

**HIGHLIGHTS OF CREDENTIALS**

- Forte in managing C-level executives and cross-cultural teams, ideally in a matrix environment.
- Business Management – Budgeting/ Forecasting/ Scheduling/ Price Increase/ Commodity indexing
- Experience in collaborating with cabinet ministers, principal secretaries and other senior bureaucrats to drive business engagements with Central and State governments.
- Hands-on experience in understanding and responding to RFPs for Central and State government tenders.
- Extensive experience with Dealer/Key Account Management business models and project management.
- Involvement in acquiring managing and executing business with global clients in regions like USA and MENA.

**CAREER CONTOUR**

**Since September 2018 – till date: Teknode Infosystems Private Limited, Bengaluru as Co-founder and Director – Business Development reporting to Board of Directors**

Team Size: 60

**Key Deliverables:**

- Develop business in the areas of GPS enabled vehicle tracking solutions, IOT based automation solutions, App development and IT infrastructure, delivering advanced technology consulting services to corporations.
- Management of multiple business accounts– Sales planning, price management, commodity indexing, achieving budgeted sale, new developments, engineering changes, obsolescence settlement etc.

- Ensuring profitable & sustainable business transactions – Moving price increase proposals, SOB allocation.
- Business expansion – Exploring new segments – Non-Automotive and Futuristic automotive technologies- (BEVs, EVs, Hybrids).
- Leadership role – Setting KPIs & distribution of KRAs, acquisition of team deliverables.
- Recruit, mentor and review the team performance on people management and quota achievement.
- Identify opportunities to achieve market share, drive customer experience and secure long-term profitability and sustainable growth.
- Develop and manage the implementation of strategic sales plans (B2B).
- Oversee cross functional department activities including tools and processes, governance and policies, project deployments, analytics and deal orchestration.
- Lead sales operations, increase sales productivity and improve business, Go To-Market strategies and reduce time-to-market.
- Collaborated with sales, products and marketing teams to develop new product offerings within existing and new lines of business.
- Support the distribution channel in the region and direct business through the correct channels.
- Plan MarCom activities and events across the region to accelerate sales revenue growth.
- Facilitate achievement of business goals with the use of Salesforce.com and web meetings.
- Responsible for the company's P&L Management.

#### **Attainments:**

- Acquired government order for vehicle tracking for ambulances from the government of Karnataka.
- Initiated and executed technology partnership with large electric bike manufacturer (NDS Motors) and entire automation process for Howdy (bike rental company with 2000 bikes).

### **May 2011 – August 2018: Transform IT Technosol FZE, Dubai, UAE & Bengaluru as Vice President – Sales reporting to CEO**

Team Size: 200

#### **Key Deliverables:**

- Responsible for Business Planning, Budgeting, Market Research & Forecasting.
- Lead the sales and proposal process including pricing and resourcing; manage development and maintenance of referral-generation plans.
- Identify growth opportunities, build business plans for short and long-term business development in the region.
- Spearheaded team of managers, supervisors and analysts; drive and execute the Collections, Invoicing, Cash application for the Credit and Collections.
- Manage Sales Operations supporting field sales and customer support with competitive intelligence, pricing product portfolio, market comparison and analysis.
- Pre-sales & post-sale procedures – Processing RFQs/ RFIs, product costing, drafting techno-commercial proposals, negotiations till project award & program management till SOP.
- Drive strategies to achieve the sales targets of \$3 Mn USD Renewal sales business and \$18 Mn Sales Quoting opportunities.
- Manage large Enterprise customers on Renewals business and Commercial Segment in Dubai for MENA Region.
- Drive potential upside opportunities in the areas of VMWare Cloud, Microsoft Cloud, Network and Storage, Converged Infrastructure, Cloud Automation, Consulting, Managed Services and Enterprise Training.
- Executed over 100 Exchange server deployments and migrations, 30 enterprise private clouds and built over 5000 virtual machines.

#### **Attainments:**

- Deployed service provider SAAS Public Cloud with Exchange, SharePoint, Lync and CRM services.
- Accomplished and executed business deals with Government and public sector companies in the UAE which includes Dubai international airport and DEWA among other big business houses in the MENA region.

### **November 2008 – March 2011: nCode Solutions, Bengaluru as Operations Head reporting to EMD**

Team Size: 300

#### **Key Deliverables:**

- Responsible for annual budgeting, business plan and revenue forecasting of the region with quarterly projections to meet the region's growth plans.
- Collaborating with central and state government corporations; represent the senior management in discussions and meetings with Cabinet ministers, principal secretaries and other senior bureaucrats.
- Manage the issue and renewal of digital signature certificates through sales team and Channel partners.
- Work with Sales, GS Field, Sales and/or Legal on all matters pertaining to Contract Management/Services and other contract management issues.
- Primary liaison with some of our client's most senior executives.

- Spearheaded enterprise-level contract negotiations at both existing client organizations and prospects.

**Attainments:**

- Accomplished projects for state governments and PSU corporations on E-procurement, E-tendering, Data Center Deployment, Cloud Migration project, Storage Design, Disaster Recovery Consulting, Network Security and Compliance, 24/7 NOC and PKI implementation along with various turnkey projects.

**January 2004 – November 2008: Infinite Computer Solutions (I) Limited, Bengaluru & Hyderabad as Business Development Manager reporting to EVP**

Team Size: 460

**Key Deliverables:**

- Monitored the IT Asset Management of over 18000 work stations for a major corporate across the country.
- Developed and sustained excellent customer relationship through deep engagement and delivering continuous value by meeting customer expectations and handling issues.
- Generated repeat business on T&M and fixed bid engagements
- Led team of employees in projects and oversaw support functions like customer support, annual appraisals, etc. with entire operational responsibility of the region.

**Attainments:**

- Won and executed ongoing fixed bid engagement for testing capability for GE C&I with a recurring annual revenue of USD 1.6 million
- Initiated and acquired Microsoft GDCI as a client for getting outsourced business in various technologies.

**January 2002 – December 2004: Page Point Services India Limited (Motorola JV), Bengaluru as Manager – Indirect Channel reporting to VP-Sales**

Team Size: 80

**Key Deliverables:**

- Responsible for sales of pagers and mobiles through channel partners and ensured renewal of services.
- Trained and mentored channel partners and dealers to win high value orders and achieve business goals.

**PERSONAL DOSSIER**

Date of Birth	12/06/1975
Languages Known	English, Hindi, Malayalam, Kannada, Tamil, Telugu and Arabic
Passport Number	on Request
Current Location	Noida, India

I hereby declare that the above furnished information's are true to the best to my knowledge.

**Anoop Murali**

Date:  
Place: Noida, India