

L.HARRI

Business Development, Project Management, Strategic Sales Professional offering over 26.5 years of experience with diverse Industries. Currently working as Zonal Head Business Development

Targeting senior level assignments in Sales, Business Development & Marketing Management, Project Management and Operations **Departments** with a leading organization of repute preferably in System Integration, Semiconductors / Electronics, Telecom/ISP, IT-Hardware & Networking; Power / Infrastructure

Marril2k5@gmail.com

+91-9701938939



Strategic Business Planning & Sales **Business**

Development

Channel Management

P&L Management

Revenue & Pipeline Growth

Competitor Analysis

Capability Development

Relationship Client Management

Team Building Leadership

Cross-functional Coordination



Profile Summary

- Impacted organization volume through effective strategic and tactical management decisions and new business development; spearheaded business development & sales in various geographical areas
- **Directed execution of the strategic sales plans**, including the implementation of client feedback, market research and regular interactions
- Skilled at developing, reviewing and reporting on the business development division's strategy, ensuring the strategic objectives were well understood and executed by the team
- Excellence in exploring potential business avenues & managing operations for achieving the business targets
- Competent in exploring potential business avenues & managing operations for achieving the business targets
- Proven track record of devising sales & marketing strategies that have elevated programs from relative obscurity, forging strategic alliances, driving revenue & growing volume in competitive markets
- Led business-critical projects and developed integrated marketing strategies & promotional identities that allowed quick roll-out of multiple products
- Team-based management style coupled with the zeal to drive visions into reality as well as achieve the same through effective mentoring, training and career planning of team members



Education (Full Time)

- PGDBA(Marketing Management) from Prin. L.N. Welingkar Institute of Management Development & Research, Mumbai in 1995 (June 1993 to May 1995)
- **B.E(ECE)** from Osmania University in 1992 (June 1988 May 1992)

Other Course:

Completed short -term computer course at Micro Computer Associates, PAM Birla in 1993



A Career Timeline







Mar'99-Nov'03

lay'08-Mar'12

Apr'12-Jun'16

Jun'16-Jan'19

Feb'19-Present



Dec'03-May'08



Role across the tenure:

- Conceptualized & implemented BUs business plan including objectives, competitive strategies and operational plans for the region
- Safeguarded business & ensured sustained growth, focused on achieving or surpassing sales targets; expanded business reach and created new sales
- Achieved targets for Sales and Profitability
- Formulated:
 - o Annual Sales Budget, Forecasts and Broadening Customer Portfolio
 - o Go-to-market strategies for key market verticals, including target customers/segment definition, product and competitive positioning and overall sales & marketing strategy
- Spearheaded cross-functional activities (technical & commercial) on customer's request in order to achieve full optimization of sales performance
- Led quarterly session with distributors to review their performance, understand their concerns, issues, new developments in their assigned territory



RV Solutions Pvt. Ltd, Hyderabad as Assistant General Manager Feb'19-Present

Leading the Business Development for Telecom & IT Hardware Services SBU for Pan India

- Connected with MSIs like L&T, ITI, Sterlite, BEL, ECIL, 3M, MSP, Tejas Networks, Quadgen
- Handled Smart City Segment
- Handled Safe City Segment
- Handled Communications Segment
- Tower Infra Companies Indus, American Tower Corporation...
- Handled Repair & Refurbishment Segment
- Handled Spares Segment: Cables, Accessories
- Year on Year Target of Rs.12 Cr, Rs.20 Cr, Rs.35 Cr
- Team of 2 Zonal Managers and 16 Branch Managers

Alpha Tech Energy Solutions India Pvt. Ltd., Bangalore as Head Sales-AC/DC Products Jun'16-Jan'19

OEM & Spares sales for Outdoor UPS, DC Power Systems products in India, Nepal, Sri Lanka & Bangladesh

- Handled Broad Band Segment
- Handled Telecom Segment
- Handled Smart City Segment
- Connected with MSIs like L&T, ITI, STERLITE, BEL, ECIL,
- Year on Year Target of Rs.10 Cr to Rs.12 Cr Achieved
- Team of 12 Assistant Managers Handled

Lupin Telepower Private Limited, Hyderabad as Head Business Development

Apr'12-Jun'16

Managed Telecom Projects like Tower Foundation works, Cellsite Electrical Works, I&C of BTS, Technical Resources Deployment on Man-Month Basis, Transmission Tower Projects, Distribution Projects & Substation Projects

- Contributed in partnering with all Telecom Tower and Infrastructure Companies
- Led the improvement in business from Rs.5 Cr to Rs.15 Cr.
- Team of 2 Zonal Managers and 16 Branch Managers Handled PAN India
- PAN India and Myanmar Market Handled

Indus Towers Limited, Hyderabad as Head Sales & Collections

May'08-Mar'12

Worked for clients such as Airtel, Vodafone, Idea, Tata Docomo, Aircel, Uninor, Reliance, Loop Telecom, Videocon, MTS & BSNL

- Acknowledged for making a record for generating business worth Rs.100 Cr in a month
- Successfully achieved:
 - o Sales target of 1000 Towers in a Quarter worth Rs.80 Cr.
 - o Sales Targets in the premium segment of Market worth Rs.12 Cr
 - o Company Objectives of Monthly Turnovers of Rs.2 Cr
 - P.Os from Operator Companies. Completed target 25000 Tenancies
- Enhanced Tenancy Ratio as per company objectives from 1.4 to 1.8 and Tenancy Target of 25ki.e.Rs. 62.5 cr Business

Aster Teleservices Pvt. Ltd., Hyderabad as Head Marketing

Dec'03-May'08

Managed clients like Bharti Infratel, Ericsson, Nokia, ECI, NEC, Huawei, Airtel, , ATC, VIOM, Reliance, Idea, Aircel, Vodafone, Ascend, Tower Vision, Ascend, ZTE, Railtel, PGCIL, VSNL & GAIL

- Increased the SBU growth through Business Bookings from Rs.3 Cr to Rs.67 Cr
- Spearheaded Pan India Marketing of 21 Circles
- 0 Brought project orders for 9 States for Cell sites worth Rs.11 Cr.
- Formulated the SOP for Marketing Department of the SBU

ATCO Healthcare Limited, Mumbai as Regional Sales Manager

Mar'99-Nov'03

Clients managed: Bulk Drug Companies, Pharmaceutical Companies, Food Factories & Laboratories

- Overachieved the sales revenue target on national level; introduced ATCO products to Pharmaceutical & Food Segment
- 0 Achieved Business Targets of Rs.3 Cr to 5Cr Year On Year in Pharmaceutical & Food Segment
- 0 Team of 10 Sales Engineers in the Pharmaceutical & Food Segment Handled

Jayanthi Business Machines Ltd., Mumbai as Territory Sales Manager

Iun'95-Feb'99

Corporate Client for Office Automation Equipment

- Corporate Sales for Office Automation Division
- Team of 5 Marketing Executives
- Achieved Month on Month Target during the tenure. Achieved Business Targets of Rs.1 Cr to Rs.3Cr Year On Year in Pharmaceutical & Food Segment





Internship

Amarnani Textiles Ltd.(The Harry Collection), Mumbai as Project Lead

Mav'94-Iun'94

It was a Project on Retailer Buyer Behaviour; analysed Retailer Buyer Behaviour in Cities of in Hyderabad, Secunderabad, Vijavawada, Guntur, Rajahmundry, Kakinada, Bangalore, Davanagere, Hubli, Darwad, Bellary and Belgaum of States of Telangana, Andhra Pradesh and Karnataka

Location Preference: Hyderabad Secunderabad, Bangalore, Chennai, Mumbai, Delhi and International



Personal Details

15th June 1971 Date of Birth:

Languages Known: English, Hindi, Telugu & Tamil

Address: 35-79/3/15, Balaji Nagar, Brundavan Colony, Sainikpuri Post, Secunderabad-500094