



R. K. BALU

Driving strong and sustainable financial gains through leveraging corporate potential, enhancing topnotch marketing solutions, innovative branding strategies, and dynamic corporate events.; targeting senior level assignments in Channel Sales, Marketing & Business Development with an organization of repute preferably in IT and IT Security industry



rajkumarbalu.raji@gmail.com



+91-9843988511

Academic Details

Bachelor of Engineering in Electronics & Communication from Gulbarga University, Karnataka, India in **1991**

Trainings

- Product Training from Intel, Compaq, IBM, HP & Microsoft in 1994
- Mercuri International for Improving Marketing Skills in 1995

Personal Details

Date of Birth: 12th June 1968

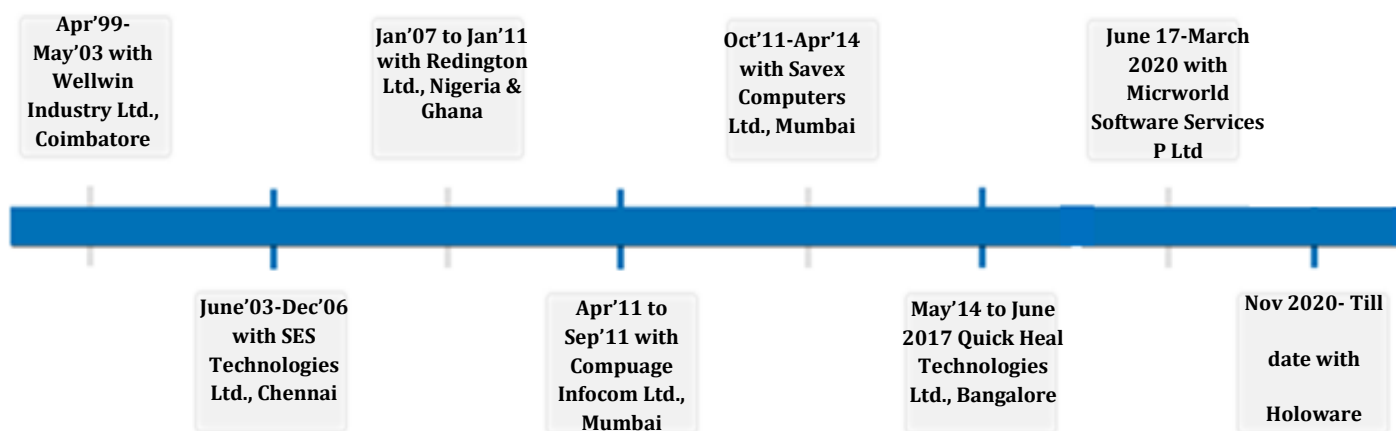
Languages Known: English, Tamil, Telugu, Kannada & Hindi

Address: Puzhalendi Nilayam, No.34, Sri Dhanalakshmi Nagar, Maskalipalayam, Upilipalayam Post, Coimbatore-641015, Tamil Nadu, India

Profile Summary

- **Achievement-oriented marketing professional, relationship master, strategic visionary; recognized for the capability to nurture, collaborative, team-oriented approach to problem solving, offering 25 years of enriched experience** in leading companies to growth and market differentiation
- **Build broader and deeper relationships** with stakeholders across various businesses and regions to bring a calm & unbiased perspective; skilled in promoting a winning attitude and foster transparent answerability
- **Excelled at working in specialized areas** while producing excellent quality work; providing businesses with strategic support through thoroughly formed recommendations and insightful analytics
- **Exceptional capability to identify strengths and weaknesses of business processes** and realize sales revenues—even in sluggish market conditions
- **Building immediate rapport** with clients & teams and sustains positive communications to produce long-term partnerships with sustainable revenue growth
- **Leverages assets in analytics and leadership** to identify new opportunities, expand customer base, deepen existing relationships, and satisfy corporate objectives
- **Excellence in** recognizing & establishing financially strong and reliable channel partners for deeper market penetration
- **Products managed throughout are** Security Software, PCs, Laptops, Servers, Computer Hardware Products, Services & Solutions to Corporates and Channels
- **Creative thinker and self-starter with** multi-tasking, prioritization and organizational skills combined with a strong sense of personal answerability, commitment to community, and a positive service attitude

Career Timeline



Core Competencies

Leadership / Team Management

Distribution Management / Channel Management and Development

Branch Operations Management

Manpower Management / Team Building

Market / Competitor Segmentation

Revenue Generation / Inventory Management

Business Planning / Strategy

Brand Positioning / Building

Organizational Experience

Skill Set



November 2020 till date with Holoware, Chennai, as Vice President - Sales

Responsible for building the Team and Implementing Strategies for all India to market Holoware range of High Performance Portable Workstations. Provided proper guidance to the CEO for developing the product, Launching the product Positioning the product, Strategically working out the Pricing for the Products and setting up Distribution Network for Holoware in India.

June 2017 till March 2020 with Microworld Software Service Pvt Ltd, Mumbai, as General Manager – National Channel Sales

Key Result Areas:

- Achieved 30% growth year on year by building a Strong Team, sustaining the Team Members by providing proper guidance, training, motivation to achieve Team Members targets.
- Directing operations of growing retail business all India for the Company, by managing Distributors, Sub-Distributors, Channel Partners and their targets, margins & growth year on year through respective Team Leaders and their sales team members
- Safeguarding proper planning with Team Leaders to fix the targets of Distributors and Sub distributors all India.
- Scheduling proper ATL and BTL activities for All India by working closely with Marketing Division
- Steered entire operations of all 4 regions of India by providing right responsibility to right person to bring in productivity in the organization.
- Designed and applied interesting sell out schemes such as Switzerland Trip Scheme, Malaysia Trip Scheme, Goa Trip Scheme, Udaipur Trip Scheme for Distributors and Sub Distributors to accelerate sales across India.
- Worked very closely with HR Department in hiring right Team Members across the country to drive sell out of stocks of Distributors and Sub Distributors.
- Provided Training and Motivation to the Team Members across the Country to make them more effective in selling and achieving their Targets.
- New Distributors were appointed in different Regions of the Country to grow the Business and to make the products reach all the T2 and T3 Partners in all the States.
- Provided Training to T4 Partners and Bag Engineers for increasing activations in respective regions.
- Collaboratively worked with the R & D Team and Support Team to sort out all the support issues for end customers and Channel Partners.
- Implemented proper reporting structure for the entire Team in the Country to monitor performance of each individual effectively.
- Monitoring activations on weekly basis and directing the Team Members to do effective BTL activities and Branding activities to grow activations.

May'14 till June 17 with Quick Heal Technologies Ltd., Bangalore as Associate General Manager - Sales

Highlights:

- Recognized for certifying growth in South Region by 20% by adding new potential Distributors & Sub distributors
- Steered entire operations of 8 branches of South India and achieved revenue targets by adding new productive branch managers, deputy managers and executives in the team
- Ensured that Quick Heal become No. 2 brand in South region after taking charge, by identifying and aggressively driving the Team, Distributors & Sub-distributors which resulted in 20% growth year on year
- Designed and applied interesting sell out scheme such as Munnar Trip Scheme, Kodai Kanal Trip Scheme for Distributors and Sub Distributors to accelerate sales from 5% to 20%
- Provided strategic inputs to Country Manager for bringing in new products required for South region which resulted in grabbing market share from competition.

Oct'11-Apr'14 with Savex Computers Ltd., Mumbai as Business Manager : HP Enterprise Server Business + Acer TFT Business

Highlights:

Managed HP Enterprise Server business during Oct 2011 to September 2013.

In a span of one and half year made Savex Computers Number one Distributor for HP Server business by strongly bonding with HP Team Members, Top 20 Channel Partners across the Country and driving Savex Server Team Members across the branches along with the guidance and direction of my boss Mr. Raunak Jagasia.

Handled ACER TFT business during October 2013 to April 2014.

- Productively increased and obtained revenue targets for Acer TFT business across 39 branches in the country by negotiating and obtaining more allocation of SKU,s from Acer and also pushing them to come with aggressive sell out schemes
 - Made Savex, the best distributor addressing maximum number of partners and cities across the country by obtaining 35% market share after taking charge
 - Safeguarded proper planning and control of inventory levels by daily monitoring them which resulted in increase in profitability of this business
 - Sustained strong channel engagement with the top 20 partners across the country
 - Accomplished the top-line and bottom-line target consistently quarter on quarter by ensuring branch executives meet their targets on weekly basis
 - Managed internal "Sales Man Incentive" Schemes across the country for motivating the field executives to achieve their targets
-

Apr'11 to Sep'11 with Compuage Infocom Ltd., Mumbai as Product Manager (HP IPG-Consumer)

Highlights:

- Commanded all operations of HP IPG business across 47 branches in country effectively with the top 20 partners across the country
- Achieved HP quota for IPG business across the country by strategically planning and purchasing right products at right pricing for the right branches at the required timelines

Jan'07 to Jan'11 with Redington Ltd., Nigeria & Ghana

Jan'07 - Jan'10 Sales Head: PC & Components: Lagos, Nigeria

Feb'10 - Jan'11 Sales Head: PC & Components: Accra, Ghana

Highlights:

- Merit of managing major projects worth 13 million dollars
- Attained:
 - Vodafone and Zain Orders worth 300K USD each by coordinating with IPMC
 - Large projects from Ministry of Health & Ministry of Communications worth 500K USD by partnering with Ultimate Supplies
 - Mindshare from refurbished partners and started doing business with them on hp desktops for growing revenue and bottomline of Redington.
 - Cash to credit ratio business of the company was managed at 80% to 20% in year
- Converted Perfect Business Ltd grey business into Channel business by supplying hp desktops to all the Govt. Departments through them.
- Resourcefully accomplished 30% growth on all product groups by converting Partners focussing on refurbished products to brand new products
- Introduced and enhanced business from 0 to 400k average business per month in a span of 6 months by adding new value added Partners and developing strong business relationship with them
- Created and sustained relationships with 40 Partners in Ghana for business enhancement
- Directed Roadshows in Accra Mall for HP consumer products with IPMC
- Planned and led "Employee Purchase Program" for corporations by jointly working with vendors and banks which resulted in new add on business leading to more growth

June'03-Dec'06 with SES Technologies Ltd. (Sahara Group), Chennai as Branch Manager

Highlights:

- Productively increased the turnover of the:
 - Branch from 9 crores to 20 crores by increasing revenues in Intel & Seagate business
 - From 10%-50% for Non-Intel Business by adding new value added Partners
- Provided no. 1 sales revenue contribution to Numeric UPS business in the entire country by developing strong relationship with Numeric and reaching to new partners
- Received "Best Performer Award" from intel for outstanding contribution during 2004-05
- Recognized for developing PC business for the company which brings in more profits working with new SMB Partners
- Successfully executed:
 - New process and systems in the branch to increase productivity from each individual in the branch.
 - New reporting Systems for executives to communicate effectively with the Branch Manager

Apr'99-May'03 with Wellwin Industry Ltd. (Pentafour Group), Coimbatore as Branch Manager

Jan'98-Mar'99 with Apex Computers Ltd., Chennai as Manager-Channel Development

Highlights:

- Contributed towards channel sales network in Chennai & Tamil Nadu for marketing Apex PCs by identifying and appointing potential partner across tamilnadu
- Boosted sales from zero base to 4 crores per annum by restructuring PC division and properly planning and importing items required for the PCs
- Ensured Right System Model implementation based on stock position and market trends for increasing the brand penetration

Jun'96-Dec'98 with Sepros Computers Ltd., Chennai as Asst. Manager-Channel Sales

Highlights:

- Enhanced from 0 base to 2.5 crores p.a. in Karnataka by streamlining PC division
- Effectively developed channel sales network in Karnataka for marketing Sepros Pcs by identifying and appointing new partners.
- Ensured and planned various sales promotional activities applied to enhance sales in the channel network.

Apr'93-May'96 with Sowswe Electronics Ltd., Chennai as Sr. Marketing Executive

Growth Path:

Apr'93-Dec'94 Marketing Executive (Annual Maintenance Contracts)

Dec'94-May'96 Senior Marketing Executive (Hardware Sales)

Major Accounts: Sundram Fasteners, S&S Power Switchgears Ltd., Sterling Tree Magnum, Sterling Holiday Resorts, Maxworth Group, Ramco Group, L&T, ECC and Ponds India Ltd.

Jan'92-Nov'92 with T M A E Society's Polytechnic, Hospet as Lecturer

Major Subjects: Microprocessor & Applications, Digital Electronics & Communication Theory (Basic Electronics & Digital Electronics Practicals)

