

Vijay Reddy

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Summary of Skills and Experience

- 20+ years of experience in Enterprise Sales & Business Management, Product Management and Channel Management in the IT Infrastructure, SW & Services Industry.
- Successfully managing in a matrix organization and achieved rapid revenue growth for multinational companies in the Indian market
- Expertise in strategic planning, market plan execution, market analysis and managing market intelligence.
- Strong communication skills, high ethical values and integrity standards
- Very successful in building relations with upper-level decision makers; resolving critical problem areas and delivering on pre-set commitments

Professional Experience

Dell International Service India Pvt. Ltd., Hyderabad
Designation: Regional Sales Manager – South Govt

Jul'15 – Aug'21

Key Deliverables:

- Responsible for generation of business in the assigned regional accounts and generation of new avenues for profitability from State Govt, Space and Defense Accounts
- Mapping client's requirements and providing them expert solutions and services pertaining to IT Intra Solutions and Services
- To develop strategic relationships with ISVs which can impart business growth
- Building and maintaining healthy business relations with major clients, ensuring customer satisfaction by coordinating with various internal and external stakeholders and keeping them updated with market information on day-to-day basis
- To maintain required levels of reporting, forecasting and administration.

Contributions:

- Won two large Infra deals in the territory worth US\$ 3.4M+ in the research space & US\$ 1.5M+ in the PSU space
- Won first Rate Contract (US\$ 1M+) & vSAN solution deal (US\$ 250K+) with State Government.
- Developed Key accounts like Ctrls / Cloud4C (increased revenue from US\$ 500K per Q to US\$ 2M+ per Q), Soctronics (increased revenue from US\$ 200K per Year to US\$ 1M+ per Year), Cyient (First HPC & vSAN deals worth over US\$ 500K+ & SC9000 storage),
- Achieved aggregate of US\$ 20M+ in FY 2017-18 sales revenue in excess of 150%.

Awards:

- Awarded best SE – Enterprise South for H2 FY 2017-18 & Best solution award for Ctrls
- Awarded best SE – Commercial South for Year 2016-17
- Awarded best SE – Commercial South for two Quarters in 2015-16

Hitachi Data Systems India Pvt. Ltd., Hyderabad
Designation: Regional Sales Manager

Apr'11–Jan'14

Contributions:

- Successfully launched the product and services of HDS in untapped AP & Telangana region delivering over USD\$ 2.9 million with YOY growth and garnered market share for Enterprise Storage of more than 30% in less than 3 years of operation.

LSI Technologies India Pvt. Ltd., Bangalore
Designation: Sales Lead, India

Jul'10–Mar'11

Key Deliverables:

- Through the sales activities, driving the LSI's revenue at OEM partner's business strongly.

Sun Microsystems India Pvt Ltd., Bangalore
Designation: Regional Sales Manager

Mar'08-Jun'10

Contributions:

- Achieved aggregate of US\$ 4.7 million in annual sales revenues in 2009-10 in excess of company set target with two large wins include ISTRAC & NRSC (3-Way DR)

ADIC (Acquired by Quantum Corp.), Bangalore Jun'04–Feb'08

Designation: National Sales Manager

Contributions:

- Successfully launched the product and services of ADIC Data Storage Solutions at national level and garnered the market share of close to 10% in less than 3 years of operation.

Al-Futtaim Technologies, Dubai, UAE Mar'00–Apr'04

Designation: Sr. Sales Manager

Contributions:

- Worth of profits generated annually over US\$ 0.5M+

Key Information Technology LLC, Dubai, UAE Dec'96–Jan'00

Designation: Sales Manager

Contributions:

- Worth of revenue generated annually over US\$ 1M+

Pertech Computers Ltd (PCL), Chennai Jun'95– Nov'96

Designation: Account Executive

Contributions:

- Generated business of 2.5 Cr against a target of 2 Cr in the financial year '95-'96

Education

B.E (Computer Science & Engineering), University of Madras

Personal Details

Marital Status: Married

Interests: Reading, Chess, Cricket