

# SRINIVASA RAO GUNTUKU

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*Working on "How to Create Uncontested Market Space and make the Competition Irrelevant."*

## EXECUTIVE DIGEST

- ☞ A competent professional with **two decades** of experience in Business Development, Product Development Consulting, Strategic Alliances and Execution.
- ☞ Expertise in handling all business development activities, analysing market trends & establishing healthy and sustained business relations with Clients and Corporate.
- ☞ An effective communicator with excellent relationship building & interpersonal skills. Strong analytical, problem solving & organizational abilities.

### Academia

- ☞ Executive General Management Program: 2012: IIM Bangalore.
- ☞ Senior Research Fellow - University Grants Commission in 1996.
- ☞ Junior Research Fellow - University Grants Commission in 1994.
- ☞ M.Phil. - University of Hyderabad in 1994.
- ☞ M.A. - University of Hyderabad in 1993.
- ☞ B.A. - Osmania University in 1991.

### Personal Dossier

Address: Flat No: 404 E, S M Sai Hills-East Block , Lanco Hills Road, Manikonda, Hyderabad – 500089.

Date of Birth: 30<sup>th</sup> July, 1969

## PROFICIENCY FORTE

### Strategic Alliances

### Customer Acquisition

### Product Development

### Insurance Consulting

### Business Development

☞ Strategizing long term business directions of the region to ensure maximum profitability in line with organizational objectives.

☞ Software Product Development Consulting as SME in Life Insurance and Performance Management.

☞ Formulating strategies & reaching out to the unexplored market segments through feedback from the concerned branches, by providing a systematic network planning, customer requirement analysis. Utilising client feedback & personal network to develop marketing intelligence for generating leads.

☞ Developing relations with key decision makers in target organizations for business development in pre-sales negotiation stages.

## EMPLOYMENT ACCOUNT

**Mar'-17- till date: Founder & Chief Mentor: SectorSeven E4E Technologies Private Limited**

- ☞ Consulting Assignment with **ELOIRA(Electro Optics Instruments Research Academy )** during 2017-18 to improve Productivity of their employees.
- ☞ Suggested monitoring systems to save time and increase Operational Efficiencies'.
- ☞ Consulting Assignment with **Research Centre Imarat**, Hyderabad during 2019-20 to improve Productivity of the Organization and Efficiencies of the Employees.
- ☞ Ideated an Integrated Digital and Physical Knowledge Space in every educational institute in India.
- ☞ Mentoring studentpreneurs to create startups.

**June'-16-Mar'-17:Regional Head- South, Shiksha Uday- DHFL Pramerica Life Insurance Co Ltd**

- ☞ Worked with Educational Institutions across South India to acquire client base.

**July'12- Oct'14: State Relationship Head, DHFL Pramerica Life Insurance Co Ltd**

### Accomplishments:

- ☞ Accounted for developing the Channels from acquisition stage to top contributor.
- ☞ Acquired new Relationship and ensured to bring them up as a key contributor for the Channel's revenue.
- ☞ Nurtured and groomed the reportees to achieve their targets and accounted for the promotion of four reportees out of six within a span of nine months.
- ☞ Turnaround Strategy inputs to Channel Partners.
- ☞ Applied Blue Ocean Strategy to get unique advantage in Product Management to get the best market share.

***Feb'09-March '09: Bajaj Allianz Life Insurance Company Ltd- Area Manager-AP1***

***Apr'09- Aug'11: Area Manager-Andhra Pradesh, Direct Marketing Channel***

***Aug'11- Apr'12: Strategic Alliances-South***

**Accomplishments:**

- ☞ Introduced Innovative Strategies to increase the Productivity and Profitability of the Southern Region.
- ☞ Guided Andhra Pradesh to the Top position in Traditional Plan Contribution and second Position in Productivity
- ☞ Led Andhra Pradesh from 10<sup>th</sup> Position to 2<sup>nd</sup> Position in India and Mentored Karnataka, Kerala and Tamilnadu Regions during 2009-10.

**Span of Control:**

- ☞ Taking care of Direct Marketing Lead Generation Life Cycle, Operational and Service Strategies in Andhra Pradesh with one Deputy Area Manager, a Senior Area Manager and 16 Location Heads reporting as Area Manager-AP.
- ☞ Establishing strong relationship with CEOs, CMDs, EDs, GMs and other Centre of Influences of South based banks- Indian Bank, Indian Overseas Bank, Corporation Bank, Canara Bank, Vijaya Bank, Karnataka Bank, Laxmi Vilas Bank, Karur Vysya Bank, Federal Bank, South Indian Bank and Catholic Syrian Bank- to strategise a Win-Win proposition for both the organizations and overseeing the Public Sector Bancassurance business Development.
- ☞ Acquired Lakshmi Vilas Bank and built in a strong, positively additive relationships with the Top Management of Indian Overseas Bank, Corporation Bank, Karur Vysya Bank and Catholic Syrian Bank.

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***Dec'07-Nov'08 with IDBI Fortis Life Insurance Co Ltd., Hyderabad as Area Agency Head.***

**Accomplishments:**

- ☞ Successfully Started operations at Zonal Head Office in Hyderabad
- ☞ Participated actively in Product Development and Agency Management initiatives as a Founder Member.
- ☞ Coordinated with the Central Team in all aspects of Administrative, Operational and Sales.
- ☞ Top Area Agency Head in Advisor Recruitment during Sept'08.

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***May'03 – Dec'07 with ICICI Prudential Life Insurance Company Ltd.***

**Career Path**

May'03-Mar'04	Unit Manager, Hyderabad
Apr'04 –Mar'05	Agency Manager, Hyderabad
Apr'05 –Dec'05	Senior Agency Manager, Secunderabad
Jan'06 –Sep'06	Partner, Secunderabad
Oct'06 –Dec'06	Managing Partner, Secunderabad
Dec'06-Dec'07	Area Manager, Hyderabad

**Accomplishments:**

- ☞ Contributed 11 MDRT Advisors, 2 TOT and 3 COT advisors and many of the Advisors were consulted on Product Development and Rewards & Recognition.
- ☞ Consuted in various aspects of Product Development and Advisor Management as a Subject Matter Expert.
- ☞ Guided a 22 Unit Manager Team and 548 Insurance Advisors as Area Manager.
- ☞ 7 managers got promoted in 12months; 5 of these from 3rd, 5th, and 6th rolling goal-sheets.
- ☞ Many of the Team Members went on to grow as Branch Heads, Area Managers, Cluster Heads, and Trainers.
- ☞ Recognised as the Top Health Plan and HNI Plan Contributor during 2007.
- ☞ Recognised as the following:
  - No.1 Unit Manager in Andhra Pradesh.
  - No.1 Agency Manager in India, first Designated Assistant Sales Manager in India in shortest time.
  - No.1 Senior Agency Manager in the Country.
  - No.1 Partner in the country-1st to become Partner.
- ☞ Attended Conferences in Australia and China as Top Manager from India.

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***Feb'02 – May'03 with ICICI Prudential Life Insurance Company Ltd. as Insurance Advisor***

**Accomplishments:**

- Qualified for International Star Club, Malaysia.
- Top Ranked Advisor in India during the first year.
- Top ranked Pension Plan contributor in Andhra Pradesh.

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**Passionate about** :Creating new and uncontested Market Space for Products, building Robust Strategic Architecture, Businesses, Blue Ocean Strategy and Building Positively Addictive Business Relationships.