



VENKATA PRADEEP

17+ Years of experience in Sales and Business Development

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SUMMARY

- 17+ years of Information Technology Management experience with a focus on business Development for diverse industries, including IT Sales and product sales for national and international markets.
- Signed up with new multiple clients in BSFI, Healthcare, Banking, Telecom, Engineering, Manufacturing, Pharma verticals etc., and developed new businesses on IT Product sales, Services.
- Lead, build and strengthen key relationships with clients at all the levels (CEO, CTO, CIO, VP/Director, purchasing, and finance to HR levels) including new business development and identifying new opportunities for revenue growth of the organization
- Plan, implement, manage and direct the overall sales process while coordinating with various departments within the organization to ensure seamless flow of information and services to the client.
- Experience in Enterprise Mobility Management, Digital Transformation product sales(SAAS & On-Premise) thereby helping organizations to Digitally Transform their business operations & managing their device and data security(MDM platform)
- Establishing partnerships with Major OEM's on Android platform like Samsung, Zebra, Lenovo, Datamini & on custom Android platform like Hatchmfg & others.

Areas of Expertise include:

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|-----------------------------------|----------------------------------|-----------------------------|
| ✓ Sales Team Supervision | ✓ Territory Management | ✓ SAAS |
| ✓ Customer Relations | ✓ Software Product Sales | ✓ Presentations & Proposals |
| ✓ Field Force Management Software | ✓ Enterprise Sales(B2B) | ✓ Closing Strategies |
| ✓ Mobile Device Management | ✓ Enterprise Mobility Management | ✓ Digital Transformation |
| ✓ GTM | | |

EXPERIENCE & CONTRIBUTIONS

Wenable Technologies Pvt Ltd

Head Of Sales

Hyderabad

2020 – Present

Wenable Technologies Pvt. Ltd provides Enterprise Mobility solutions to organizations looking to safeguard devices and data residing on these devices. WeGuard a SAAS platform offering Mobile Device Management solutions on Android, IOS & Windows devices to all organizations across the globe working with channel partners in close association.

- Developing partner network across India, APAC, Africa & Europe
- Establishing partnership & Working very closely with OEM Partners like Samsung, Lenovo, Zebra, etc., selling FSM solution along with Mobile Device Management for securing crucial organization information along with Device security.
- Selling of WeGuard MDM solution collaborating with device OEM partners, Teaming Partners, Solution Consulting Partners, managing consoles, enabling business processes with secure environment & devices Supporting MDM.
- Developing sales strategies constantly working with CEO and MD India, as reporting heads & to develop GTM for the assigned territory.

Spoors Technology Solutions India Pvt Ltd
VP- Sales & Marketing

Hyderabad
2017 – March 2020

AVP-Sales & Marketing

Aug 2013-2017

Spoors empower organizations with a comprehensive Workforce/Field Force & Workflow Management Solution using cloud and on-premise hosting to optimizes overall business operations and maximize productivity.

- Develop plans to acquire clients across globe via direct sales, partner engagement and global conferences
- Developed GTM plan
- Recruitment of candidates in multiple locations
- Product presentations/demos to clients. Understanding the client's business processes, goals, needs and business drivers and getting a closure on business.
- Meet / exceed sales targets according to the sales strategy while coordinating with the sales resources and training them to improve sales productivity.
- Managing sales teams across India and responsible for sales and marketing activities.
- Identify & recruit channel partner and manage the partners to identify and develop new business
- Represent Spoors on trade fairs and other events and give presentations.
- Handle customer escalations ensuring resolution of the issues while coordinating with other teams
- Monitor sales performance in terms of customer numbers, revenue, ARPU, net ARPU, churn and making strategic interventions for sustainable growth.
- Presentation of Sales/Revenue updates to the Investors & to the Board Month on Month

Authorgen Technologies
Sr. Manager-Business Development

Hyderabad
Apr'11 – July'13

Web conferencing, E-learning software, services and authoring tools for efficient communication.

- Distributing accounts to the executives on basis of business probability of accounts, maintaining daily sales reports and lead generation reports.
- Working closely with marketing, inside sales and pre-sales for business closure.
- Building client relationships, delivering presentations and proposals.
- Responsible for market research and preparing database of business operations, prospective clients.
- Updating of Sales Numbers week on week to the CEO.

Monster.Com India Pvt Ltd
Key Account Manager

Hyderabad
Apr'08 – Mar'11

Monster.com is one of the largest employment websites in the world. Providing clients with Monster database and offerings to suit their staffing requirement.

- Responsible for setting up the targets, monitor the progress on achievement monthly, and ensure the profitability of the region assigned.
 - Leading a team consisting of retention executives, account executive and account managers
 - Defining the market penetration strategy and implementing the action-plan for business objective realization.
 - Coordinate with marketing team for conducting timely blitz & activities and submit the market potential report to the Management.
 - To analyze competitor activities and design an appropriate strategy to maintain the market share.
 - Responsible for coordinating on internal and external issues to give the clients appropriate resolution.
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- Responsible for revenue & profit generation in APAC and other regions through inside sales / tele sales.
- Responsible for recruiting & retaining the team and conducting sales training at regular intervals.
- Maintaining MIS of all sales report's region wise and responsible for accounts

Dcoders Infoserv Pvt Ltd

Hyderabad

Team leader- Inside Sales

Apr'07 – Apr'08

Dcoders InfoServe is a software company founded in 2004. Develops, customizes software products and services and provides BPO services that command impressive market share.

- Worked as a Team Leader for a process in UK market for a Telecom provider.
- Responsible for product and sales training for the team.
- Fully engage to identify business opportunities and close business.
- Ability to manage complex accounts and complex sales activities.
- Ability to navigate through accounts and get to decision makers.
- Ability to solution sells and involves others when needed to assist with selling/closing opportunities.

3M India Ltd (for Escube Enterprises)

Hyderabad

Senior Executive

Jul '04 – Mar'07

With over 84k employees, 3M produces 55k+ products- adhesives, abrasives, laminates, fire protection, dental products, electronics, medical products, car care products, electronic circuits and optical films.

- Responsible for cold-calling and daily visits to industrial areas.
- Demonstrating the product advantages at the site and convincing for a business order.
- Following up with the existing clients and maintain relationship.
- Generating calls and sales reports and updating it to the management.

ACADEMIC CREDENTIALS

- MBA Marketing from Osmania University
- Bachelor of Technology in Mechanical Engineering from Nagarjuna University (1998-2002)

PERSONAL INFORMATION

Name: T.VENKATA PRADEEP KUMAR

Father's Name: T. Lakshminaryana Rao

Date of Birth: 15th February 1981

Marital Status: Married

Place: Hyderabad

T.V.Pradeep Kumar

Date: