

Summary:

- Competent Senior **Business Development Professional** with experience in Technology Project Selling, Pre-Sales, Key Account Management (**KAM**), Strategic Account Development, Customer Relations Management (**CRM**) and Customer-Satisfaction/Delightment(**CSAT**) Enablement.
- Handled Country/Regional/Zonal Business Operations - include Budgeting, Revenue-Planning, **P&L**, Team Development and Functional Skills Recruitment.
- Worked on Key Verticals comprising **IT, Commercial, Infrastructure, Energy, Power, Utilities, Retail, Manufacturing, Automotive, Defence & Aerospace.**
- Positioned Enterprise Solutions Suite include:
 - **ERP-CIS** (Customer Interactive Solns.), Enterprise **Geospatial & MIS Portals, IOT, E-Com(B2B & B2C)**, Enterprise **Mobility** Solutions, with **SaaS/PaaS** offerings & **Cloud Platform** deployments.
 - **Engineering Solutions & Services** comprising **CAD/CAM/PLM, PDS**, Enterprise Asset Management (**EAM**) and **AR-VR/e-Manual/e-Catalogue/e-Learning** Suite.
- Expertise in **Concept Selling, Building New Business Opportunities, Development-Forecasting, Business Enablement** through **Direct Teams, & Channel Partner Mgmt.**
- Handled Business and Technology Alliance with **OE / MSI / SI** and **PMCs** for Turnkey projects Collaboration and Project execution.
- Done extensively **Cost Estimation, Strategic-Pricing, Deal Negotiation & Order closure.**
- Managed Cross-Functional Teams (**CFT**) for Technology Landscape Consulting (Solutioning), Benchmarking, *Co-creating Concepts*, **Bid & Delivery** Management.
- Experience in handling **RFP/RFI/RFQs** & conversant with **US Bidding** process
- Conversant with **ISO-QMS** practices, and established **SOPs**, Statutory Compliance Management & Audit.
- Appraiser for Contractual Policies, Legal & Statutory requirements, and executed **MOUs**, Project Collaboration Engagements & Outsourcing.
- Handled **US, UK** and **SEA** Opportunities and Customers.

Educational Qualifications:

- **Master of Business Admin. (MBA) – Operations Management, Madras University, India.**
- **Bachelor of Engineering (B.E.) – Mechanical, Sir.M.Visveshwaraya Institute of Technology, Bangalore University, India.**

Experience Summary:

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|-----------------------------------------------------------------|---------------------------|
| ▪ Consultant – Business Strategy and Product Development | May'20 – Till date |
| ▪ Scanpoint Geomatics Limited- SGL | Dec'19 – Mar'20 |
| ▪ Business Consulting - Start-ups | Jul'17 – Nov'19 |
| ▪ Mani India Technologies ' MSITL' – India, US, SEA | Jan'16 – Jun'17 |
| ▪ NIIT GIS Ltd. (ESRI INDIA) | Feb'13 – Aug'15 |
| ▪ HCL Infosystems Ltd. – India, US & UK | Mar'07 – Feb'13 |
| ▪ Rolta India Ltd. | Apr'02 – Mar'07 |
| ▪ Kankaria Computer Links. | Aug'97 – Apr'02. |
| ▪ Toshniwal Instruments Pvt. Ltd. | Oct'96 – July'97. |
| ▪ Jai-Raj Industries. | Nov'95 – Oct'96. |

Professional Experience:

I. Consultant – Business Strategy and Product Development (May'20 –Till Date).

Currently Consulting for an **Aftermarket Analytics** Start-up and responsible for

- Building Business Development & **GTM** Strategies.
- Product Portfolio & Framework Proposition – **Deployment Strategy**
- Business Feasibility Valuation.
- Customer Engagement and Relations Management
- Target Segment and Market Sizing
- Functional Skills Mapping and Resource Building

II. Scanpoint Geomatics Ltd. – SGL (Dec'19 – Mar'20).

Vice President - Business Development, GIS & Smart-cities.

Responsible for:

- Business Development includes positioning **SGL Geospatial Products & Smartcity Solution** offerings to **Govt. Customers, MSI/SIs, Allianz Partners** and **PMCs** include **Deloitte, PWC, L&T and BEL**
- Engage as **GIS OE & Technology Consulting Partner** with various Govt. Key-Verticals, **PSUs**, Turnkey Solution Providers to assist & build their Projects Configuration, and further engage in Project Execution.
- Proactive Tendering includes Pre-tender Solutioning, Technology proposal and Technical **SOW** spec'ing.
- Alliance Building and Partnership Development with **OEs** and Service Delivery Organizations.
- Price estimation, Strategic Pricing and Bidding
- Client Engagement Strategies and **CRM**.
- Business Operations and Team Management.

Focused Verticals: **Urban, Smartcity, Infrastructure, E-GOV., Utilities and Planning.**

III. Business Consultancy and Management Advisership - (Jul'17 – Nov'19).

Role : Senior Business Consultant - Start-up Ecosystem.

Offered Consulting Services & Support for Technology Business-Development, Concept Selling, **GTM**, Market Sizing, Segment Revenue-Potential Assessment, Product Positioning, Branding, Budgeting & Revenue planning, Client Engagement Strategies and **CRM**.

Have supported **Start-up** Business Projects comprising **AR/VR products, Enterprise Asset Mgmt.(EAM) & IOT Solns., "Chat/Answer/Voice"-Bots, Educational & Research Professionals Networking Portal,** and **Institutional ERPs.**

IV. Mani India Technologies – (for Elevation Direct Inc. USA) (Jan'16 – Jun'17).

Senior Business Development Manager / Global Sales Director – Enterprise Consulting, India & SEA.

Handled **Sales & BDM** for the following **Enterprise Solutions Suite & Consultancy Services** focused on Verticals comprising **Urban (Smart-Cities), Infrastructure, EPCs, Utilities and Healthcare.**

➤ Product-lines:

- **Automotive Mobility Solns.:** **DSS Platform**, for **Mobile Assets to Infrastructure** connectivity framework, deployed for Automotive Manufacturers & Dealers for interactive vehicle engagements with Service Support offerings to their Customers. Further offers Fleet Management that includes **GPS/IOT/Sensors** based vehicle tracking with Logistics Routing.

Focused segments: Automotive Mfrs., Sales & Service Providers, Retail, SCM & Logistics.

- **MapTrack (Field Mobility Apps):** Location-Enabled **Field Operations Management** Tool for Sales Force Deployments with Geo-Tracking & Reporting, Field Intelligence Sharing & Customer Acquisition

Focused segments: **Utilities, Infrastructure, Retail and Healthcare.**

- **Digital Asset Verification & Approval Management (GIS Map Based) :** – Portal & App Solns., for Digital Data Capturing of Physical Assets, Online Field Survey Assessment & Digital Registration, and Field Asset Verification & Digital Approvals for Settlements.

Focused segments: Smart-City Development, Town Planning, Survey Settlements and Land records.

- **Consultancy Services include New Product Development, Project Management, Managed Service offerings, Testing Services, Manpower-Deployment & Training.**

Functional Role: Business Development Head.

- **Responsibilities:** Business & Revenue Planning, New-Client Acquisitions, Key-Account Management and Customer Relationship Management for **India &SEA** region.
- Enabled Customer Reach across verticals and Created Brand Awareness
- Partnered as *Digital Transformation Solutions consultant* with prospective clients
- Done Concept Selling, Solutioning & Technology Landscape proposal for customer requirements.
- Handled NPD, Productization, Branding, Product Content Creation and Digital Marketing
- Engage **Cross Functional Teams** to build customer specific solutions & **Project Deployment**.
- Delivered Products Demos & Presentations to Customers.
- Handled **RFP/RFI/RFQ** Evaluation and Bid Management for **INDIA, SEA & USA**.

Key Achievements :

- *Established MSITL Brand and **Qualified Vendor** status with the customers from verticals include Govt., Infrastructure, EPCs, Healthcare, Automotive, Defence & Utilities*
- *Instrumental in creating new Products & Solutions for: a) **Smartcity** requirements focussed on Revenue and Operations Mgmt. b) **Automotive & Retail space**, focused on Operations planning, Service Customization and Customer Management. c) **Asset Mgmt.**, focussed on Data Acquisition and streamlining Maintenance Operations engagement.*
- ***Scaled-up Business Operations** in different geographies through Business Networking via Digital Channels and Industry-Trade Promotion bodies.*

V. NIIT GIS LTD. (ESRI INDIA) – Chennai, (Feb' 13 – Aug' 15).

Regional Head, Business Operations – India (**Geo-Spatial** Products and **Smartcity Solutions**. offerings with Strategic **Project Consulting**, Manpower Deployment, Capacity Building and Training).

Functional Role: Sales/Business-Development, Budgeting, P&L, Administration, Key Account-Mgmt., Team Mgmt., Customer Relations Mgmt. & Recruitment.

Handled Technology Product Suite comprising **ESRI & Schneider ArcFM Solns.**, & **Envi** Image Processing.

Focussed Verticals: **Govt. (Federal/State), Infrastructure, Energy, Utilities, Defence, Automotive, Education & Research, Healthcare and Commercial Verticals.**

Responsibilities:

- Handled Regional Business Operations includes Revenue Planning, Business Execution & Cash Flow.
- Responsible for Enabling and Achieving Regional Targets (Booking, Revenue and collections) through **Direct Sales Team and Partners**.
- Engage with Key Decision Makers/**CXO**/Senior-Executives to pursue opportunity realization.
- Handle **Business Alliance & Partner Engagements** for Govt. Projects and major **SI** opportunities.
- Motivate, Guide and Direct Regional Team for Effective Performance and Achievements.
- Involve Market and Technical Teams to create Requirement-Specific Marketing Collaterals, Brochures and write-ups related to Product Specs., Deliverable Capabilities and Domain expertise.
- Organize Brand Promotional activities includes conducting **Large Seminars** and Tech Events.

Delivered :

- Business Performance : Achieved revenue targets, above benchmark within a year of taking over the operations
- Client Acquisitions: Acquired new Logos across verticals and set benchmark in Customer Satisfaction.
- Alliance Building: Addressed Large projects Successfully through **System Integrators**.
- Established Capacity-Building Units at Various Govt. Entities for Training on Technology Applications
- Conducted **Large Theme based Seminars** across regions.

***Key Achievement:** Bagged a Major Consulting Project Order from Govt. Urban Dept., to develop and deploy Smartcity WEB-GIS Portal covering Project Implementation, Integration with enterprise MIS and IOT Applications, and capacity building. Successfully Delivered & made functional within timeline.*

First of such web based GIS online portal established in India in Urban Development.

***** Recognition @ ESRI : “Recipient of Customer Choice Award”.**

VI. HCL INFOSYSTEMS LTD – India, (Mar' 07 – Feb' 13).

Business Development Manager – Projects, DSMS Div. (Design Services & Manufacturing Services) – India, US & UK.

DSMS Division Profile: Focused on projects related to **R&D, Software Product Development, Robotics, Aerospace Sheet-Metal & Avionics Mfg.** opportunities and, **Custom Engineering Design & Manufacturing Services** (includes **Mechatronics** projects). The **Sheetmetal** manufacturing facility is certified for **AS9100 Rev. C** (Aerospace certification), **ISO 9001:2000 & ISO 14001:2004**.

Functional Role: Business Development, Key Account Management, Pre-Sales, Bid Mgmt., Project Delivery Mgmt., and Customer Relations Mgmt.

Roles Handled:

- Done Technical Sales of **R&D, Software & Engineering-Projects/Products/ Services** to **Manufacturing, Energy/Power/Utilities, Telecom, Defence PSUs, Shipping & Space sector**.
- **Business Development & Pre-Sales** for **Aerospace Mfg. Practice** and Bespoke Mfg. Projects.
- New Product Development (**NPD**), Engineering Design Consulting, Manufacturing Engineering Services & **3D-Industrial Design** Projects for **Telecom, Defence** and **Automotive** Domains.

Delivered:

- **NPD:** Conceptualized on Client requirements and was instrumental in rolling out new **Digital-IT** product lines for Engineering, Infrastructure and Operations Mgmt. Functions.
- **Business Alliances:** Enabled new Business Partnership engagements with **ABB Sweden** for Robotics, with **Indra Systems Spain**, for Ticket Vending ATMS to Delhi Metro, with **Xerox** for Office Automation and with **Cortona 3D** for **AR/VR E-Learning Solutions**.
- **Aerospace Practice:** Handled Sales & Pre-Sales functions and as a SPOC handled PAN India customers include **HAL, BEL, IAF** and International Customers include **Honeywell, Goodrich(UTC), Thales** and **Tata Sikorsky** Brought-in new discreet mfg. projects and repetitive Production Orders enabling USD billing.
- **Bid Management** Handled **RFP/RFQ/RFIs** and managed Cross Functional Teams (**CFTs**) for opportunity Evaluation, **Cost Estimations, Pricing strategies**, Bid and Delivery Management.
- Customized **Robotics Projects** for Special Purpose Requirements comprising **Mechanical Hardware Development with Electronics System Integration & Software Automation**.
- Handled **Client Registrations, Vendor Management** and **Project Outsourcing**.
- **QMS : ISO QMS** auditor and have established operational specific **SOPs and Audit practices**.

Key Achievements:

- **Aerospace Practice:** Successfully Led Business Development Function for Aerospace Mfg. Practice and bagged large value Production Deals from KEY Aerospace Principals in **India/US/UK/Canada**. Consistently **Achieved Set Targets Year-on-Year**.
- **EDMS:** Conceptualized and led **NPD** team to deliver new product line “**Engineering Data Mgmt. System**”, to address Maintenance & Quality System Automation requirements in large infrastructure establishments. Successfully deployed in **Power, Defence & Space Organizations**.
- **Bid Management :** Established SOPs and CFT engagement framework, and Rolled out Proposals and large Bids worth of **100+ Crs.** with **improved hit rates**.

***** Recognition @ HCL : “Recipient of Star Performer Award”, given in recognition for overall performance in enabling Strategic Business Engagements, Concept Selling, New product Development, and ‘Bid & Delivery’ Management.**

VII. ROLTA INDIA LTD. (Apr’ 02 – Mar’ 07).

Asst. Manager – Solutions Sales, CAD/CAM/GIS – for Verticals covering: Government (Federal/State), Infrastructure, Utilities, Oil & Gas, Education, Research, Automotive & Defence.

Functional Role: Business Development for Products, Solutions and Consulting Services, from INTERGRAPH, Thales, PTC, Forming Technologies-FTI & Sigmetrix.

Responsibilities:

- Handled :
 - Key depts. from Govt. includes Urban, Planning, Homeland Security, Environmental, Housing, and Research, based on State/Central funding schemes and projects.
 - **EPCs**, Automotive-GICs, Defence Research Org, Manufacturing- Engineering and **R&D** teams.
- Account Profiling and influence Decision Makers.
- Handled Pre-sales activities includes Benchmarking, Product Demos, Capability-Presentations and Proof of Concepts (**POC**).
- Effort-estimation for **Services Offerings** in customizing solutions for the user needs and with Techno-commercial team done pricing models.
- Delivered formal **Business Proposals for RFI/RFP/RFQs**. Negotiated and Bagged Contracts.
- Customer Relations management-(CRM), enabled longer Business Associations & repeat Business.

Key Achievements: Bagged Large value Product Orders from Defence and Automotive Global In-house Development Centres (**GIC**) in the Design and Manufacturing-Engineering Space. Bagged and executed pilot project order for **GIS** based Revenue and Property-Tax Mapping at Urban dept.

***** Recognition @ Rolta India : Awarded with consecutive year Promotions (2004 & 2005).**

VIII. Kankaria Computer Links -India (Aug’ 97 – Apr’ 02) Business Development Manager-Channel Development.

Company Profile: Importers & Distributors of Multinational IT products (Hardware & Software), portfolio includes **Intel Processors, Microsoft Products, HP, Canon, Epson, Samsung** Products.

Role: Channel Management, Business Development, Dealer Promotion and Branch Administration.

Responsibilities: Developed & established Dealer Channel Network through strategic alliances & tie-ups. Implemented effective strategies to maximize sales and accomplishment of revenue & collection targets. Coordinated with the **OE** Principals, Conducted Product Road Shows, & new Product Launch Events.

Key Achievements:

- **Channel Development:** Established large Dealer Channel network (Up-county Distribution) in South, Successfully within 6 months from joining.

- **Strategic After-Sales Support:** Established Regional level Service & Replacement Support for Rapid-Resolutions, resulted in CSAT and accelerated large customer base acquisition in a shorter period.

IX. Toshniwal Instruments Ltd., India. (Oct' 96 – July' 97) : Production Engineer.

Company Profile: Manufacturers of **VACUUM PUMPS, MOISTURE TRAPS** and **FLOWMETERS**.

Role & Responsibilities : Planning Production schedule, Material stock Planning, Shift Planning Work Allocation ,Labour Management, Managing Machine shop & coordination with the Assembly unit for production of Vacuum pumps and accessories.

X. Jai-Raj Industries. India (Nov' 95 – Oct' 96) : Production Engineer.

Company Profile: Manufacturers of **Boiler Components**.

Role & Responsibilities: Involved in Production Planning, Material Estimation, Work-Allocation, Planning Shifts, Quality Inspection and Labour Management.

Other Information:

Date of Birth

11.12.1972

Languages Known

English, Tamil, Hindi. Kannada.