

Mohan Reddy

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Executive Summary:

I am a self-driven, self-motivated, efficient people manager focused on results. Carry an extremely positive attitude towards goals, and use relevant skills to drive execution. I convert data/market intelligence to actionable strategies for delivery. Have quality experience of 25+ years in Corporate, Consumer and Channel Management across industries. Have extensive knowledge of distribution, setting up and running retail outlets/stores of large formats, customer service, call center management, documentation of relevant legal business terms and conditions, recruitment, training, mar-com, administration, credit, collections.

I have a proven and impeccable track record of achievements in these responsibilities. I moved across locations and functions to don various challenges, worked for large MNCs as well as start-ups. I have handled large territories, with direct and indirect teams to cover over 8+ crore populations, 25k outlets of various formats, spread over several cities & states.

I am high on integrity and discipline inculcated from my defence related family background. People and performance management is my forte. I make it a point to clearly understand, learn and adopt to the organisation's products, services, vision, values and mission statement, so that me and my team's efforts and outcomes are focused and aligned towards the same.

I have done product creation, presentation, launching, branding, pricing, placement, promotion and after sales service strategies. The roles needed me to be a thinker, effective and efficient not only in the board room but also in on-field execution. I had to be profitable and innovative, yet be attractive for associates, dealers, distributors, franchises, agents and customers with my ideas to succeed. Had to mine large data and extract/ analyze the same for market planning, gap identification, correction, action and execution on a continuous basis to be a step ahead of competition and better than yesterday constantly.

I have the necessary never-give up attitude. I do not fear failure. I upgrade and develop my skills on a continuous basis to succeed through learning. I am a voracious reader and learner for life. This keeps me from becoming redundant over today's dynamic business environment. I am extremely passionate about my health and fitness too.

Please find attached my resume for your perusal; I look forward to an opportunity to interact with you to access my ability and fitment into your organisation goals and responsibilities.

"It is not your intelligence or strength that determines your success, but your ability to adapt to change quickly."

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Key Skills:

Communication: Persuasive person, express expectations clearly, innovate in approach with new ideas, an attentive listener, and avid learner.

Planning: Do precise forecasting, identify and gather business critical information, analyze data and formulate successful strategies focused on getting output, with deadlines in mind.

Leadership: I lead and direct, efficiently. Manage conflict and delegate effectively. Take and implement tough decisions. Driven by organizational and superiors inputs/goals in view, with my own style of influence and people management.

Management: Identify relevant skills to assign roles, nurture and develop talent, focus on relationship, mentor teams for multi-tasking and achieve agreed results.

Education: PGDBM/MBA – Marketing, (Symbiosis, Pune).

Short summary of work experience by Organisation and Role:

Bairisons Agro India Private Limited

Period: Aug -21 Onwards

Designation: Chief Executive Officer

BAIPL is a retail chain of stores across India. They primarily work with DRDA/SERP/NABARD for the upliftment of the rural SHG women. They currently have 400 plus stores and 30 plus SHG Manufacturing units across India, majority of them are in Telangana State. Most of these are in less than 25k pop towns. Have 100+ work force.

Initiatives

- Started 25 SHG women manufacturing units across Telangana, by designing a special business plan, that involves them to contribute to be an integral part of critical business processes like investment, packaging and selling.

Hesa Enterprises Pvt. Ltd.

Period: Aug -19 – July 20

Designation: Business Head

Hesa is a start-up that primarily focuses on being the 'Phygital' bridge for Agri and Fintech business in rural India thru its vast network of VLEs. This is achieved by a well-designed B2B products & services app that incorporates several APIs from others businesses with similar goals. Role encompasses product designing, integrating suitable alliances, developing and executing the overall business strategy and execution of the same.

Achievements

- Designed and launched the app from inception to execution. Have over 7000 plus rural outlets and 30 plus B2B partnerships doing an average transaction of 10 crores/month, across categories, across India.
- Successfully executed the “**Pakka Hyderabad**” exhibition/carnival with record footfalls and extensive media coverage.

Acer Motors (Maruti Dealership)

Period: Aug-18 – Mar 19

Designation: Business Head

Role: Business Operations, Annual Operating Plan, P&L of all Multi-Retail, Spares, Service, Insurance, Online Sales, Tele-calling, New cars sales, Pre-owned car sales, Urban and Rural Locations, Revenue Enhancement, Lead Management, Recruitment, Training, Remuneration, Incentives, Cash flow, Inventory Management, 360° Ownership and Accountability for complete Strategy and Execution.

Plan, forecast and coordinate to executive MSIL sales and service strategies.

Achievements

- Changed GTM structure and strategy to increase width and depth for market coverage.
- Changed incentive structure to address all revenue contributors to enhance revenue by 17% per car.

Vodafone Essar South Ltd.

Period: Oct -12 to Apr -16

Designation: DGM Enterprise

Role: Enterprise Mobility Head – AP & T

Govt. Segment Vertical Head for AP & T – Mobility and Fixed line.

Achievements

- Won the largest Govt. deal for Vodafone AP with 50K connections/rev of 6 Bn/annum.
- Gained entry into many large head-quartered accounts nationally/rev of 8 Bn/annum.
- As the first head of Govt. for AP, increased rev from 8 crores to 13.6 crores in the very first year.

Vodafone Essar South Ltd.

Period: July -10 to Sep-12

Designation: Zonal Head

Role: Zonal P&L/EBITA, 360 bn/annum revenue.

Complete 360° for Hyd. Zone including, CMS, and RMS for pre & postpaid.

Achievements

- Increased gross CMS from 10% to 18%, net from 8% to 11%.
- Gained 2% RMS in the first year of operations.
- Attained 2nd position in new gross acquisition share from 4th in Hyderabad city.

Vodafone Essar South Ltd.

Period: Nov -08 to June-10

Designation: Prepaid Lead

Role: Prepaid distribution head for Hyd. zone.

Revenues, gross, and net adds, in Hyderabad.

Achievements

- Pioneered the first direct settlement of commissions among all telecom operators in AP.
- Expanded distribution reach from 75% addressable population to 90%.
- Increased T3M percentage from 35% to 57% through quality acquisitions.

Vodafone Essar South Ltd.

Period: Dec -06 to Oct-08

Designation: PCO State Head

Role: PCO business - S&M Head for AP&T

Launched PCO business from ground ZERO - Channel Appointment/Expansion

Product Design, Profitability, Promotion, Legal Agreements, Terms of the Trade, Revenues, Churn management/ Retention/Gross/Net Additions.

Achievements

- Introduced the first customized PCO equipment among all mobile operators in India, this was replicated across the country by all operators.
- Created history by setting up 1.5 lakh booths (50%) within a span of 12 months, while the entire country across 21 circles had 3 lakh units with an ARPU of 500 rupees.

Hutchison Essar South Ltd.

Period: Feb -06 to Nov-06

Designation: Branch Manager

Role: Responsible for P&L of Vijayawada Zone for all product lines and business operations for all divisions.

Achievement

- Achieved the highest prepaid gross activations for the zone.

Reliance Infocomm Ltd.

Period: Oct -04 to Jan-06

Designation: Zonal Lead

Role: Initially posted in Krishna and Guntur.

Promoted to head Hyderabad city operations in within 4 months

Achievement

- Increased secondary revenues from 64 lakhs to 97 lakhs/month in six months.

Ricoh (India) Limited

Period: Mar -02 to Sep-04

Designation: Sales Manager Corp.

Role & Responsibilities: Manager Corporate Accounts.

Break into corp. accounts with a team of account mgrs.

Achievement

- Gained entry into major corporate like GVK, Nagarjuna Group, IVRCL, ICFAI, Dr. Reddy's Labs...which were previously strong competition accounts.

Linkwell Telesystems Pvt. Ltd

Period: Mar-97 to Feb-02

Designation: Manager Marketing

Role: State Head TTE's like PCO's, CCB's, EPABX, Fax G.S.M routers... etc.

Achievement

- Awarded best state head among all branches in the country, three years in a row.

Dev Automation Systems

Period: July-94 to Feb-97

Designation: Sales Manager

Role & Responsibilities: Sales and service head, engage with clients for O.A. products for end-to-end delivery.

Achievement

- Sold record number of fax machines and was sent on 5-day holiday trip to Goa by Crompton.

To succeed, the 'will' must always be greater than the 'skill'.