

Chaitanya Bulusu | Chief Strategy and Revenue Officer

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An executive with a proven track record of 16+ years of experience in identifying business opportunities, increasing revenue, focused on supporting cross functional teams to increase customer satisfaction through process improvements. Demonstrated ability to communicate effectively with all levels of professionals from diverse backgrounds; Recognized in the industry for helping customers lead to enhanced business agility, innovation & growth revenue, and scale.

STARTUP EXPERIENCE

Chief Strategy & Revenue Officer ||

Saral Designs April 2020– Present

Following a consulting engagement was brought on board to help transform the company to scale 5x. Responsibilities include direct oversight of finance, sales, and marketing while providing guidance on the overall transformation effort with strategies.

- Created the Company's first Partnership alliance program to revenue forecasting methodology and a SaaS pricing structure of raw material, with up-front payments with 1-3year deal terms; Devised, Deployed and Monitored online after sales portal for Customers.
- Within 6 months, helped to close recurring revenue deals in excess of **\$1.3M** ARR with deal values from PPP and marketing linkages
- Oversaw day to day business operations by fostering deep professional relationships with Channels and customers with **SCRUM**, while working closely with clients, collecting, forecasting & analyzing requirements for our machines and solutions.
- Created pipeline of **\$6M** in first 6 months by leveraging partnerships across seller network spawned from multiple Webinars, leveraging new consultative-focused strategy, channel enablement; enhancing complete business ecosystem.
- Built frameworks on **RACI, OKR**; strategies on digitization, growth & agility; Digitized organization functions using **Airtable**; drove decision making that created medium- and long-term improvement.
- Led the Startup growth and scale strategy in machine sales with an objective to achieve NP value of **\$2M**; resulted in **3x** increase sales from **\$0.4M to \$10M** & increase in GP by **40%**, establishing **5 Channel Partners** & sustainable Value ecosystem for all.
- Developed the strategy with objective to make Organization a lean organization by reducing the excess inventory value from **\$0.1M to \$67k**, with KR of reducing non-moving assets **by 50%** in 2021-22; built processes & integrated vendors & EUs to organization.

Director Business Development ||

Pather Solutions Oct 2019– April 2020

- Entrepreneurial spirit with the ability to convert setbacks into opportunities, developed new products; **featured as top 10 IoT product innovators** during COVID times for product development of IoT based Guard Pro for healthcare (Machine Maker, Industrial Automation); Acquired **35 seller partners in 12 months**.
- Developed an AI tool in the field of Predictive analysis integrating with Vuforia (Augmented reality); Drove strategy for a distributed cluster technology to improve processing speed and expand capabilities into real-time analytics and machine based predictive models.
- Hunt & introduced new products and **IIoT** services to prospects in a variety of industries, including **manufacturing, technology, and Healthcare**. (Recognition with in Mid-Market C-suite 100+ decision-makers).
- Managed and Curated an Industry 4.0 (IoT) cloud platform partner engagement framework, with IT and OT involving digitization and automation of machines & processes for Top Tier-I Customers **~ \$1.8M**; Led scalable projects to improve data & solutions
- Involved at strategic and technical consultancy: Reliance's IoT led '**carbon-neutral**' **sustainable food UVP**; Working as a India's Sales Consultant and Spokesperson with **UK based Biodegradable future** Organization. (References available).

CORPORATE EXPERIENCE

Regional Manager ||

Rockwell Automation Apr 2018 - Oct 2019

- Established engagement relationships within a Fortune 500 client, closing recurring annual revenue deal worth **\$654K**.
- Managed pipeline of enterprise sales (AR /VR /IIoT) **SaaS & Product** opportunities for various **vertical** (OEM & End User), and responsible for identifying, closing & managing leads generated across the country; resulted in **> \$3 million** in new business
- Engage with prospect organizations to effectively position Rockwell/ PTC solutions using strategic value-based solution proposals, & references which led the conversion of **3 accounts in 4 months (\$1.2M)**; **22% growth in NPAs**.
- Analyzing data & best practices to assess performance drivers, led the team of **13 Strategic Sales Managers** to growth.
- Provided strategic guidance for business development initiatives including new client acquisitions, portfolio expansion, and revenue generation **> \$22M business** in 400+ accounts , utilizing Microsoft BI, & Dynamics CRM.
- **Grew sales by 25%** (Q1 and Q2 2019) while managing , retention & growth of business in West India and collaborated with cross functional teams, driving financials by maximizing price realization & **cost to sell metric**; managing Project & Sales teams.
- **Forecasted and created a \$20+ M Enterprise Business**, and automation products (IoT) pipeline progression within 7 months; Converted system integration, & solutions opportunities with global prospects.

Branch Manager (Southern and Western) ||

Omron Automation Feb 2013 - Mar 2018

- **2 notable Stints** (Branch manager Chennai, & Branch manager Mumbai HQ) Team size of 21
- Utilized proactive strategy to develop and maintain long-term customer relationships, adding **> \$500K** in annual revenue over the **first three years , Team size of 23 Sales + Application; Promoted 6 times in 5 years; Managing P&L**
- Spearheaded initiatives, resulting in **> \$2 million** in ARR ,**39% YOY** growth, **\$3.3M topline**, **Converted > 45 customers adding \$700K; 9 new Channel partners (3 competition) contributing to \$250K ARR**.
- Received quarterly recognition to top sales & exceeding revenue targets, by maintaining sales pipeline & developing strategies to grow revenue through multi-million dollar deals with clients throughout Southern and Western Region.
- Introduced CRM initiatives in synchronization with channel partners with a focus on core products & solutions which saved /generated an estimated **\$25K per month**
- Achieved a gross profit of **25%** on annual basis in 2013-15 by leading & mentoring a team of 5 Managers & 15 Sr Sales Engineers
- Developed pricing strategies by researching and analyzing market sentiment and competitive analysis with the accountability of coordinating in sales forecast, planning, and budgeting processes; Effectively coordinated with Pan India & Global level to resolve technical issues

Key Account Manager/Deputy Manager ||

Schneider Electric Apr 2008 - Feb 2013

- Developed key account plans and drove efforts of cross functional teams, including sales, supply chain, marketing and Services to deliver effective customer value proposition, Achieved substantial **200%** increase in sales during the tenure at Schneider Electric
- Managed & interpreting customer requirements, providing technical support in troubleshooting and commissioning of the products and resolving issues, ensuring to achieve customer satisfaction.
- Created and managed marketing literature, System Integrator/Distributor/Channel network;drove the sales activity into the KEY accounts across all of Schneider Electric product lines liaising with other BU teams

Senior Marketing Executive ||

Godrej and Boyce Mfg. Co. Ltd Dec 2005 - Feb 2008

- Accountable for network expansion and monitoring, key account management, channel partner management, working capital management and other areas of operations linked to the sales and service functions.
- Was an integral part of Godrej's Integrated Management System(IMS);Worked as an Auditor for ISO:9001:14001 & OHAS:18001
- Created market for Centroid CNC controller in India (Marketing), **15 Installations** in the first 3 months

EDUCATION

**Post Graduate Diploma in Management (MBA) ||
B.Tech (Electrical Engineering) ||**

**XLRI School of Management Feb 2010 - May 2011
Kuruksetra University Feb 2001 - Jun 2005**

AWARDS /ASSOCIATIONS /RELATIONSHIPS

- Featured in **The Machine Maker, Industrial Automation, and NDTV** news in top 10 high-tech innovators to develop IoT-enabled UV Chamber during the COVID times.
- Keynote Speaker: Ahmadabad University's Global Executive MBA degree (**Pharma 4.0, Digital Transformation**)
- **Founded India's first AI-Enabled Preschool " KIDSRON" and increased the Students enrollment to 3500+ globally in record time of 3 months;** got featured in Early Education Child Education association
- Awarded best Imozoru in APAC region while in Omron for the theme "how to succeed in applied account management in Electronics devices Industry" and securing an order worth \$1.2M recurring annually. Lead identification, evaluation, negotiation,
- President of Rotary Club (**Member at 3142 District**); Recognized Senior Member of **International Society of Automation** effectively
- Acted as Consultant for Industry4.0 framework to **Indo -Swiss Consortium** comprising 5 tech MNCs.(references available).