

VINOD RAGHAVAN

GLOBAL SALES & MARKETING LEADER

25 Years Expertise in India & global markets across Enterprise, SME, Government, Startup Consulting and businesses development, Sales & Marketing nomic in various verticals – Information Technology – PAAS, Block Chain, SAAS, Telecom, FMCG, Durable, IT sectors along with **Partner and Alliances Management**

Location Preference: Hyderabad



vinod raghavan@vahoo.com



+91 9686114479

Chief Business Officer M/S Taxilla Incorporation -

Consulting, Sales, Marketing, Business & Partner Development, Customer Success, Delivery

Personal Details

Date of Birth: 20th Mar 1974

Languages Known: English, Hindi, Tamil, Telugu, Marathi, Kannada, Guiarati, and Bengali

Address: 6-6-429, No: 8/A, Gandhi Nagar, Secunderabad 500 080

Profile Summary

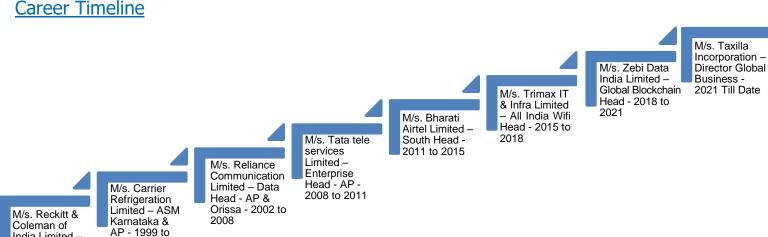
- Currently working as Director Global Business Enterprise & **Government** with M/s Taxilla Incorporation - Hyderabad.; leading Inside Sales and Outbound **businesses worth US\$ 10 million** in revenues per annum; Consulting; driving sales, marketing, and growth strategies.
- Formulated & implemented strategies for business excellence, attainment of **top line/bottom line,** launch & promotion of products & services.
- Demonstrated success in:
 - Working with Enterprises, SME's & Governments along with CEO's, CXO's. IT heads, Strategic Sourcing heads, **Procurement Heads in Building partnership Alliances** with Corporates, OEM's and SI's.
 - Handling a team of 28 team members (Inside and Outbound Sales-13, Presales – 2, Delivery – 2, CS – 4, Marketing – 2, PMO – 1)
 - Driving Consulting Strategy, Presales & Global sales, Business Development, Alliances & Partnerships across Verticals
- \bigcirc Collaborative **cross-functional business management, enterprise** account management, people management, solution selling and consulting-led sales engagements; managed large business initiatives and virtual teams to develop and create sales potential in new markets.
- **Innovation Specialist** crafted strategic plans for dissolving barriers in business development, structured effective business policies and consistently took on seemingly insurmountable growth & profit challenges.
- Successfully managed **P&L responsibility for 12 + years** and cultivated
- excellent relationships with new prospects & existing customers. Resourceful Building and driving Partner eco system in establishing productive, professional relationships with SI's Partners, OEMs, and meeting assigned sales targets & strategic objectives.

Career Timeline

India Limited -

Sales Rep -Gujarat & AP -1995 to 1999

2002



Core Competencies

Global Sales - Enterprise & Govt

Strategic Alliances & Partnerships

Distribution / Channel Management

Product Launch & Promotion

Top & Bottom-line Growth

P&L Management/ Pre-Sales

Key Account Management

Team Building & Leadership

Organizational Experience

Director – Global Business – Enterprise & Government – Inside Sales M/s. Taxilla Incorporation, Hyderabad

Sep'21 till date

Key Result Areas:

- Working along with Large Enterprises, SME's and Government IT heads, Procurement heads, CXO's, CEO's, CFO's - Signing new business & expanding India Enterprise & Government business development strategy & implementing total sales cycle process
- O Building partnerships and signing up with **Alliances** Global and India **partners**
- O Driving B2B business through **Inside sales team** by building sales network.
- Collaborating strategically with Solutions Teams Evaluating proposals & responding to RFP's & RFI's for
- O Implementing marketing activities and improving market penetration and brand reach; designing the unconventional strategies to sustain the leadership brand in competitive market along with P & L
- O Directing customer service operations for translating customer's business requirements into actions and identifying HNI customer through customer segmentation – Farming and Hunting

Significant Accomplishments:

VP – Blockchain Business – Global Sales & Marketing Head M/s Zebi Data India, Hvderabad

May'18- Aug'21

- **Significant Accomplishments:**
 - O Set-up the business from scratch along with Network, People and Processes
 - O SAAS and PAAS Business Delivered business worth 9 Cr from Enterprise
 - Bagged world's largest deployment of Blockchain Project with leading Telecom Service Provider
 - Collaborated with Multiple State Government in building a platform with joint IP with new Monetization Model
 - O Signed up Partnership alliances with KPMG and PWC for GTM as a main partner
 - O Closed Prebid and Bidding process along with SI's with 8 Government projects worth INR 120 Cr in
 - oprocess Built up 4 products along with Product and Engineering Team

VP – WIFI Business – India Head M/s Trimax IT & Infra, New Delhi

Jul'15 - Apr'18

- **Significant Accomplishments:**
 - Heading pan India operations for WIFI Business
 - O Delivered EBITA of 24% growth in first year against the AOP
 - Cracked BSNL Tender for Project WIFI On Digital India Platform
 - O Designed and implemented channel partner ROI model and policy
 - O Set-up the business from scratch along with Network, People and Processes
 - O Closed Larger multi location projects with cross product sales which resulted in 30 Cr additional revenue
 - Contributed in setting up FTTH Business

DGM – South Data Business Head – Enterprise & SME M/s Bharti Airtel Limited, Bangalore

Dec'11 - Jun'15

- **Significant Accomplishments:**
 - Handling entire Karnataka, TN, Kerala and AP Data Business with 12 Branch Heads
 - and 25 KAMs Took Karnataka and AP Business from 8th position to No. 2 position
 - O Part of CIO Forum with involvement in various Seminars and CEOs and CIOs
 - Recognized as Star in Cloud Business as leading India by No.1 Ranking
 - People Manager with skills in mentoring the talent wherein 5 out of 35 team members got promoted.
 - Overachieved revenue targets MOM and YOY with 50% growth

Enterprise Business Head M/s Tata Tele Services Limited, AP & Orissa Significant Accomplishments: Aug'08 - Nov'11

- O Handled Top Corporate Business for BFSI and TEST Vertical with an annualized revenue of Rs.50 Cr.
- Ranked as No. 1 team to deliver 150% on ABP for FY 09-10 and 120% of the ABP YTD for 10-11
- Mentored the team which resulted in promotion of 4 out of 11 team members
- O Bagged Star Team Head Award by the President for generating around 38 Lakh pm from TCS
- Brought in Largest PAN India Data Order from JP Morgan Stanley worth INR 2.4 Crore
- Showcased PAN India No.1 performance in GSM Sales COCP & in Blackberry Sales and Data Card Sales
- O Delivered 110% achievement on collection targets; recognized thrice for same

Product Manager – Data Cards M/s Reliance Communications Ltd., AP & OR Significant Accomplishments: Sep'02 - Jul'08

- O Data Card Sales through multiple channels Enterprise, COCO, FOFO, DSA, & DST for Sales & Service across AP
- O Promoted as Data Products Manager to exclusively drive Data Business for entire AP across All Channels
- O Propelled the AP business from no.14 position to No.3 position across India for 2005-06
- O Awarded for Process Certification Contest held on Dec'2002 by Vice President & was promoted as Trainer
- Merit of being the first to be called as a 'CENTURIAN' across India –Recognized by Sh. Mukesh Ambani
- Conferred for outstanding achievement on Sales Performance & Customer Acquisitions during Apr –May'03, Project RIM Storm-June'03, Performance in Sep'03, Operation PHOENIX-largest prepaid handsets sales
- Recognized as Collection Champion & ranking 2nd for Highest Percentage Achievement in Collections

Area Sales Manager – Commercial refrigeration Business M/s Carrier refrigeration India Ltd., AP & TN Significant Accomplishments:

Jul'99 - Aug'02

- O Steer headed Andhra Pradesh operations from 12th position to 2nd position at All India Level
- Retained All India ranking of position 2nd for continuous 2 years
- Recognized and got promoted as ASM
- Assigned additional responsibility of driving Customer Service with technicians

Recognized by the MD of RCI for free of cost hoarding signage in Begumpet

Sales Representative - FMCG Products — General and Health care M/s Reckitt & Coleman India Ltd., Gujarat & AP Significant Accomplishments:

Aug'95 - Jun'99

- Ranked No. 1 Performer for South for 6 continuous quarters thereby earning highest incentives
 - Exceeded sales & collection targets-both primary and secondary continuously for 3 years
 - Adjudged as No.2 performer PAN India for project "LIDCAP"

Projects Handled

- NASCOM Event Speaker Panel Moderator
- T-HUB USA Event forum Speaker
- Guest Lecturer in FAPCII and Start Up India
- MARG-Federation of Hotels and Restaurants Association of India Operations of the Hotel Industry
- Detailed Analysis on the Functioning of Soft Drink Industry COKE and PEPSI

Academic Details

- MBA (Sales & Marketing), Symbiosis Institute of Management Studies, Pune (2003)
- O Post Graduate Diploma in Marketing & Sales, Bhavan's Institute of Management (1997)
- O Graduation in Commerce, Gujarat University (1995)
- Diploma in Systems Management from NIIT
- Diploma in Personality Development from GILD