



# PHANI CHAND

## INTERNATIONAL SALES & MARKETING PROFESSIONAL

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**An established leader** offering chronicled success of **16+ years** in all aspects of International **Business Development, Sales, Marketing and Key Account Management**; proven career in conceptualizing & implementing effective ideas / strategies which adds value to organization and hands-on experience in repeatedly producing sustained business and revenue growth in changing markets.



### PROFILE SUMMARY

- ❖ An achievement oriented professional with extensive experience in **Heavy Industrial Sales & Marketing** across **Oil & Gas, Telecom, Power, Renewable Energy, Environmental Engineering, Railways, Defence and Mining sector**
- ❖ **Senior Business Development Manager** leading teams for businesses **worth US\$ 20 million** in revenues per annum; driving sales, marketing and growth strategies Strategy Planning
- ❖ Collaborated with sales, marketing and other key stakeholders to understand customer insights and **executed customer centric market/sell plans** and programs, which **increased the sales and margin growth by 25%**
- ❖ Successfully **managed P&L responsibility for 9 years** and cultivated excellent relationships with new prospects & existing customers
- ❖ **Formulated plans, translated product & business strategies** into executable plans and drove implementation with a team of 30 members (direct & indirect)
- ❖ Formulated plans, translated product & business strategies into executable channel plans and drove implementation in **India, South East Asia and African (Nigeria, Ghana, Benin, Togo, Gambia, Guinea, Cameroon, Liberia, and Gabon) Markets**
- ❖ Played a key role in **Technology Tie-ups, Consortium/JV Formation, New Product Launch, New Market Entry, New Branch/SBU Establishment, New Dealer/Agent Network Set-up**



### CORE COMPETENCIES

Strategic Planning & Alliance  
P & L Management & Revenue Growth  
Team Building & Leadership  
Key Account Management

Global Business Development  
Techno-commercial Project  
Industrial Sales & Marketing  
Contract Management (RFP/RFQ)

Market Development  
New Set-Ups  
After-sales  
Govt. Liaison & Coordination



### SIGNIFICANT ACCOMPLISHMENTS

- ❖ Formulated & executed sales strategies that leveraged tremendous opportunities in terms of growth in revenue from US\$ 6 Million to US\$ 22 Million for Power Electronics products in West Africa regions
- ❖ Improved Revenue to Cost Ratio and enhanced per person productivity by 50%; increased average deal size, and number of deals
- ❖ Closed largest deals for BGR in the country across verticals, product lines and delivering revenue worth INR / USD 40 Million in 2 years



### PRODUCT PURVIEW

- ❖ Telecom IBS, Rectifiers, Battery Chargers, Power Amplifiers, Jammers, Vehicle tracking Systems, Defence Communication Equipment, Air Fin Coolers, Process Coolers, Oil & Gas Equipment



### PROJECTS MANAGED

- ❖ Submarine Cable Landing Stations, Telecom BTS Stations, EPC, Electro Mechanical Erection and O&M Contracts in Oil & Gas and Power, FGD, Waste2energy, Renewable Energy, Floating Solar and Tracking & Surveillance and Anti RCID Jammers



### KEY ACCOUNTS MANAGED

- ❖ IOCL, HPCL, BPCL, ONGC, NLNG
- ❖ L&T Hydrocarbons, Reliance, Technip, CTCL, NTPC, ISRO
- ❖ Dangote, Exxon Mobil, Total, Chevron, MTN, Airtel, DRDO, NSRDA, NAF, NSN, Alcatel, BEL, ECIL, NFCL, SHAR, ISRO, Antrix
- ❖ Indian Railways, CRIS, DTC, Chennai Port, Willingham Port, Singareni Collieries, SAC, Idea, Vedang Radio Technology, Indian Navy, MCME& 3ADV, JSW, JSPL

## ENTREPRENEURIAL EXPERIENCE

Since Aug'19: Opora Synergia Pvt. Ltd., Visakhapatnam as Working Partner

## WORK EXPERIENCE

Feb'18 - Aug'19: EDAC Engineering Ltd., Chennai as Senior Business Development Manager

May'15 - Feb'18: BGR Energy Systems Ltd., Chennai as Manager -Sales & Marketing

### Roles:

- ❖ Heading activities for business development in Export Markets with focus on Africa & Key Accounts in Domestic Market
- ❖ Strategizing & creating market for the first time ever for the company
- ❖ Delivering P&L of business with a sales team by developing & delivering differentiated value propositions for key accounts
- ❖ Implementing competitive B2B sales strategies for generating & expanding market share by identifying key clients for achieving revenue & profitability targets
- ❖ Spearheading, forecasting and planning business targets and executing them in a given time frame; identifying market opportunities, developing business cases and offering successful products/services
- ❖ Defining service standards and guidelines that serve as benchmark for excellent service delivery thereby contributing towards ameliorated service revenue generation
- ❖ Conducting competitor analysis & competency mapping for keeping updated of market trends and with moves to achieve market share
- ❖ Identifying prospective clients, generating business from the existing clientele, thereby achieved the business target
- ❖ Preparing business development of the region to ensure maximum profitability in line with organizational objectives
- ❖ Developing and appointing new business partners to expand product reach in the market; working in close interaction with the dealers and distributors to assist them to promote the product
- ❖ Streamlining processes, defined continuous improvement processes, accelerating employees' strengths and built powerful teams that can conquer any obstacles
- ❖ Administering overall development of the West African business entailing expansion to new markets, business development, project management, key account management, SLAs, Management, Supplier, Resource, Quality, Logistics, Risk & Cross Currency Management
- ❖ Directing business in new growth areas through Bid Management, Tendering, Cost & Effort Estimation, Proposal Preparation, RFP/RFQs Response Authoring, Effective Negotiations and Successful Deal Closures in adherence to company business practices
- ❖ Liaised with the Local Government Authorities for acquiring licenses/concessions, coordinated site recognition & land acquisition process for the projects; managed local contractors, logistics and media
- ❖ Identified & established healthy relationships key drivers in Govt. & Pvt. Sectors for business promotion
- ❖ Playing a key role in Technology Tie-ups, Consortium/JV Formation, New Product Launch, New Market Entry, New Branch/SBU Establishment, New Dealer/Agent Network Set-up
- ❖ Creating & sustaining a dynamic environment that fosters the development opportunities and motivates high performance amongst the team members

## PREVIOUS EXPERIENCE

Nov'12 – Nov'14: Jindal Africa Liberia Ltd., Nigeria as Business Development Manager

Nov'08 – Nov'12: BSMC Power Nigeria Ltd., Nigeria as Assistant Manager

Jun'05 – Nov'08: Avantel Softech Ltd., Hyderabad as Senior Executive - Sales & Marketing

## EDUCATION

- ❖ **MBA (International Business & Marketing)** from Rai Business School, Hyderabad, India in 2005
- ❖ **B.Tech. (Electronics & Communication Engineering)** from ASREC (JNTU), India in 2003

## PERSONAL DETAILS

**Date of Birth:** 2<sup>nd</sup> August 1981

**Nationality:** Indian

**Address:** 4-100, Perupalem Road, Sitarama Puram, Narsapuram, W.G, AP -534280

**Languages Known:** English, Hindi, Telugu, Tamil and French (Basic)

**Passport Details:** No. Z6412725 (Valid Till: 21/09/2031)