



# Jagadeesh Chandra Mindi

Product | Project | Sales | Marketing



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## CORE COMPETENCIES

Sales  
Marketing  
Branding  
Facilitate Scrum Framework  
Product development  
Leadership  
Team Management  
Corporate Communications

## EDUCATION

Executive Certificate Programme in  
Branding & Corporate Communications  
IIT Delhi

Executive Certificate Programme in  
Product Development and  
Management  
Indian School of Business (ISB)

(Professional Certificate in Project  
Management)  
Google

Certified ScrumMaster®  
Scrum Alliance

Bachelor of Commerce  
Andhra University

## PROFILE SUMMARY

- 17 years of versatile experience in the information technology and services industries.
- My expertise in successfully developing products, implementing projects, facilitating scrum, managing sales, and marketing strategies
- Successful acquiring 6+ New Corporate accounts in 1 Year. (Dell)
- Successful in promoting the Brand “Ram Yam Intelligence Lab” leading to the acquisition of the company with 4 awards and 10 digital publications.
- Best Leadership award 2015(Ram Yam Intelligence Lab)
- Have launched two products within 1 year (Saish Enterprises).
- Customer experience super Star thrice at Dell.

## WORK EXPERIENCE

### Director Sales and Marketing.

#### Mindi Consultants (INDIA) LLP, Hyderabad (Nov 2020 – Till data)

- Providing one-stop, high-quality comprehensive digital media and turnkey solutions for all business needs to uplift clients’ brand position.

## PREVIOUS EXPERIENCE

### Enterprise Account Manager.

#### Dell Technologies. Bangalore (Dec 2018 – Oct 2020)

- Manage Global 500 customers with a \$20M+ Revenue portfolio a year. Weekly/Quarterly business reviews with support functions, Bottom line management, and Business Growth initiatives.
- Provide complete edge-core-cloud solutions to get maximum value-Share of customers in global accounts.

### Head of Sales.

#### Impel Ventures Hyderabad, (Oct 2018 – Nov 2018)

- Managing and monitoring RSM and field teams across PAN India, guiding them to get effective sales and operational results.
- I was the responsible launch of the Marketing Checklist, Implementation of the Marketing Calendar, and number of New-Walk-in, POS tool Usage, Sales targets, and Royalty collection.

## SOFT SKILLS

Empathy  
Collaborator  
Communicator  
Innovator  
Planner  
Teamwork

## EXTRACURRICULAR ACTIVITIES

Sergeant-at-Arms  
for Rotary International  
Mentor  
for Government high school

### Brand Manager.

#### Majorel (Bertelsmann Group) Bangalore. (July 2014 – April 2018)

- Managing a team of 20 members (PMs, Pre-sales, Marketing, and UI) with strategic planning and P&L responsibility.
- Facilitate Scrum Framework within the Projects and organization

### Entrepreneur.

#### Saish Enterprises, Hyderabad (July 2012-Mar'2014)

- Entrepreneurship in commercial Gas and safety equipment with multi-site operations and crisis management.

### Account Manager.

#### Dell Inc, Hyderabad. (March 05 –March 2012)

- Dealing with both B2B and B2C in the SMB segment with system, software & peripherals, warranty sales, and service support.

## PROJECTS

### #1 British Petroleum (BP) new IT Infrastructure project for \$ 2 Million

**Key Responsibilities:** involved in planning & executing British Petroleum IT Infrastructure project for \$ 2 Million for a new center in India at Pune for 2000 units.

**Description:** British Petroleum's (BP) new center for its global business services (GBS) operations in India is to develop innovative low-carbon businesses solutions around the world. As an Infrastructure company, we had to rework our product and stich a Unique solution that is carbon neutral. The project involves working with multiple teams' global operations, Manufacturing, Pricing, finance, and Logistics.

**Solution:** SKU "Plant a tree"

### #2 Enliven CEM (Customer Experience Management) customization & development

**Key Responsibilities:** involved in planning & execution of various customization of the product, implementation schedules. Drive cross-functional issue resolution ensuring issues are identified, owned, and resolved, Customer & Strategic Partner engagements.

**Description:** Enliven CEM is a customer experience management solution. It connects meaningfully any organization to its customer by Streamlining the offerings based on customer likes and dislikes through Next Best Actions which is delivered directly to the customer via the omnichannel channel. It orchestrates customer touchpoints and helps in the continuous improvement of customer experience by performing different layers of analysis that can be configured.

**Solution:** Vertical based Solutions

### #3 Fiat India Automobiles Limited Project for IT infrastructure revamp for \$ 280K

**Key Responsibilities:** Provide hardware sizing recommendations and sales based on current Infrastructure

**Description:** Fiat Chrysler Automobiles (FCA) which is the parent company behind the Fiat and Jeep brands in India has decided to close down India operations for Fiat and will focus exclusively on Jeep. In the current situation of financial crunch, we need to work with FCA on the possibilities of using current Infra and come up with new hardware within a fixed budget. The teams involved are the Tech support, Third-party finance team, Spares, Logistics, Services.

**Solution:** Sales and finance solutions