

# PRATHAP JC

+91-9916778735 / 8073052497

prathapjc04@gmail.com

In [LinkedIn](#)

Strategic Planning | Business Development | P&L  
Management | Channel Management

PMP & ITIL Certified professional with over 10 years of extensive exposure in delivering excellent business growth aligned to the organization's vision, mission, and values; focused on leadership, strategy, planning, & successful execution

Drove annual planning and initiatives, managed business unit P&L, achieved goals and objectives for revenue and profitability; proficient in Strategic Planning, Developing New Revenue Sources, P&L, Channel & Distribution Strategy, New Product Development, Brand Expansion, Market Penetration, and Client Relationship Management

Key People Leader, who has successfully led and motivated large teams of 62+ towards growth; created a clear & compelling view of the future through coaching and execution; developed performance management system and successful track record of achieving sales, brand building, network development & profit targets with experience of continuous improvement of sales and revenue management goals

Fostered Lasting Relationships and Promoted Organic Growth with distribution intermediaries through value-added strategic analysis and execution of consultative solutions; front-led major role in establishing & implementing strategies, enhancing business values, identifying current / future customer & market requirements, tracking profitability, and controlling expenses

Proactively develop and facilitates effective 'partnerships' with decision-makers and influencers at multiple levels within key customer organizations (includes vertical and horizontal penetration); ensuring maximum customer satisfaction for repeat and referral business

**Targeted Roles:** Senior Level Profile in Sales & BD / Strategic Business

**Targeted Industry:** IT & Ed-Tech

**Targeted Locations:** India & Overseas

## CORE COMPETENCIES



## CAREER TIMELINE



# AREAS OF CRITICAL IMPACT

<p>Sales Operations / Product Management</p> <ul style="list-style-type: none"><li>Managing complete Sales operations with a key focus on the top-line and bottom-line profitability by ensuring optimal utilization of available resources</li><li>Conceptualizing and implementing competent strategies to penetrate new accounts and expand existing ones for a wide range of products</li><li>Devising &amp; implementing strategies for product launches to ensure proper positioning in the marketplace</li><li>Establishing product pricing, sales, and revenue targets and performance reviews; driving business growth &amp; ROI</li></ul>	<p>Client Relationship Management</p> <ul style="list-style-type: none"><li>Identifying and Networking with prospective clients, monitoring existing key accounts, conducting profitability analysis, rendering sustained advisory services for securing high ROI, and increasing retention levels</li><li>Delivering Customer Experience by assessing customer journey maps and expectations, benchmarking practices (internal and external) for new business models</li></ul>	<p>Business Development / Sales / Channel Management</p> <ul style="list-style-type: none"><li>Establishing strategic alliances / tie-ups with financially strong and reliable channel partners, resulting in deeper market penetration and reach</li><li>Monitoring channel sales and marketing activities; implementing effective strategies to maximize sales and accomplishment of revenue and collection targets</li><li>Increasing revenue and pipeline growth through strategic sales solutions, analytics and channel partner alliances within short time of on-boarding</li><li>Representing the organization at various industry events; leading enterprise-level sales opportunities and coordinating teams for large accounts</li></ul>	<p>P&amp;L Account / Delivery Management</p> <ul style="list-style-type: none"><li>Formulating go-to-market strategies for products like nGuide, nDigital and so on</li><li>Managing P&amp;L to reduce discrepancies and maintaining timely and under-budget project completion</li></ul>
---	---	---	---

## WORK EXPERIENCE

**August 2019 – Present | The Narayana Group - NGuide, Hyderabad, India**  
**Growth Path: Associate Vice President**

**Highlights:**

- Successfully implemented strategic sales programs, augmented market penetration while on-boarding new business and retaining the accounts / customers to deliver a revenue boom by 120%
- Led the global channel strategy, translated product and business strategies into executable channel plans, and drove implementation in PAN India region with a team of 62+ members
- 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 30%
- Formulated and executed go-to-market strategies that leveraged tremendous opportunities in terms of growth in revenue from 160 Million US\$ to 490 Million US\$ for 2 products in Pan India regions
- Researched and evaluated existing Edu-tech industry business structure by applying various business analysis tools such as SWOT, PEST, & HEPTALYSIS, formulated end-to-end sales solutions, streamlined operations, while contributing to long-term growth objectives of the corporate entity
- Mined strategic partnership with Acharya Group of Institutions, BM Patil Institute, Sri Maharishi Group of Institutions which boosted the product revenues by more than 20% over 2 years

**January 2016 – August 2019 | IMAX Program, Karnataka & Tamil Nadu, India**  
**Growth Path: Area Manager to Zonal Manager**

Highlights:

- Successfully managed regional business personnel and drove the team to maintain a client retention rate of 98% & financial targets of over 19.85 Million US\$
- Incorporated effective marketing / advertising campaigns for business expansion to enhance engagement and brand awareness
- Identified & rectified long-standing issues by executing RRU cost-saving initiatives and attaining savings of 6 Million US\$

PREVIOUS EXPERIENCE

May 2014 – January 2016 | Health Total Pvt. Ltd., Bangalore, India  
Growth Path: City Head

Highlights:

- Represented the organization as an Ambassador in various trade shows & industry conferences to gather information regarding market developments
- Drove various marketing campaigns & branding initiatives to increase engagement and brand awareness

July 2011 – May 2014 | Nalapad Infotech Pvt Ltd., Tamil Nadu & Karnataka, India  
Growth Path: BDM to Sales Manager

Highlights:

- Demonstrated excellence in managing a team of 6 BDMs and the highest volume account in Chennai and Bangalore territory
- Employed innovative sales training techniques to augment revenues in various programs

ACADEMIC DETAILS

2011 | MBA (Operations Management) | University of Madras, Chennai, India  
2009 | B.Com. | University of Madras, Chennai, India

Other Courses

- PMP Course & Certifications from PMI (September 2021)
- ITIL Course & Certification from PeopleCert (September 2021)
- A Business Plan and A Winning Business Strategy (March 2020)
- LinkedIn Marketing, Lead Generation, and B2B Sales for LinkedIn (March 2020)
- Communication Skills Machine: Master Persuasion and Influence (March 2020)
- The Leadership Skills Mastery (January 2019)
- Sales Training: Practical Sales Techniques (March 2019)

PERSONAL DETAILS

Date of Birth: 15th August 1988  
Languages: English, Hindi, Tamil, Kannada, Malayalam, Telugu  
Address: Raghuvanahalli, Kanakapura Main Road, Bengaluru, IN-KA, 560062, IN