

Shivadhar Soma

P&L Leader | Business Manager | Sales & Strategy | Product Management | New Geographies | Consulting | Entrepreneurial Drive

- B. Tech & MBA with 2-decade expertise in idea to commerce, product and strategy, enterprise sales and business development
- Successful career in managing industry verticals, key accounts, c-level interactions and strategic partnerships
- Define & penetrate lucrative markets and capitalize opportunities to drive business growth across verticals and geographies
- Skills in consultative sales, stakeholder management, negotiating major transactions and steering critical committees

PROFESSIONAL EXPERIENCE

Tanla Platforms Ltd (Apr'19 – Feb'22)

Senior Director / Hyderabad

- P&L owner of Trubloq, world's largest blockchain stack on GRC framework with GM @ 20Mn USD and 30% YoY growth
- CXO relationship at Vodafone, Airtel & BSNL in India; Etisalat & DU in Dubai
- Develop and execute strategies to meet stakeholders needs; drive performance based on metric; introduce best practices; resource mgmt.
- Explore new use cases for blockchain, ML/AI within CPaaS framework

Entrepreneur (Feb'12 – Mar'19)

Co-Founder & Sr. Partner / Hyderabad

- Bootstrapped start-ups in areas of virtual assistants, business services, management consulting. 30+ employees | 300+ clients | 300K USD
- Mentored over 20 Start-ups/MSMEs through engagements like Business Planning & Analysis, Business Modeling, Lean methodology, Sales & GTM Strategy, Competition analysis, Pricing, Venture Capital, etc.

Oracle (Apr'11 – Jan'12)

Business Manager – South / Bengaluru

- Championed strategic deals in ITES, BFSI and MRD verticals on BI and BI Apps
- Handled large accounts including Wipro, Sutherland, Infosys, Titan, TVS, MRF, Volvo, Nissan and Canara Bank

Teradata (Oct'08 – Mar'11)

Solution Sales Specialist – South / Bengaluru

- Teradata's first strategic deal for data warehouse solution for a PSU bank in India (Syndicate Bank, 2Mn USD)
- Built a strong sales pipeline at Canara Bank, ING Vysya, Vijaya Bank, KVB, SIB, Corporation Bank and UIIC

Tech Mahindra Ltd (Sep'07 – Oct'08)

BDM – National Sales / Mumbai

- Strengthened TechM's India story by winning strategic deals with Indian telcos for solutions in OSS, BSS, NGN, Security
- Managed key accounts like Idea, RComm, Vodafone, Tata Comm, BPL and Mahindra Group

Hughes Communications India Ltd (Sep'03 – Sep'07)

Segment Manager, Telecom / Mumbai (Jan'05 – Sep'07)

- Implemented sales plan to penetrate strategic accounts. Achieved 2Mn USD in 6 months from Reliance, Hutch, Idea Cellular and Dishnet

Sales Manager – South / Chennai (Sep'03 – Jan'05)

- Increased VSAT/VPN business by 45% over 2 quarters. Handled ITC-IBD, SCB, TVS Brakes, Hyundai, L&T-ECC and Cairn
- 'Team Excellence' & 'Excellent Sales Performer' awards for achieving more than 1/3rd of the national sales target

Bharti Telenet Ltd (Apr'01 – Aug'03)

Sr. Officer, Corporate Sales / Chennai

- Won the first leased line deal for Chennai region from IFFCO-TOKYO. Deals from Hexaware, Spryance, Gautier and Landmark
- Instrumental in studying market potential for services like Leased Line, ISDN and Centrex. Won "Best Presentation Award" at IN

ACADEMIA

- MBA in **Marketing** from Institute for Technology & Management (ITM), Chennai (1999-2001)
- B. Tech in **Mechanical** Engineering from KITS, Warangal, Telangana (1995-1999)
- PG Diploma in **International Business** from Pondicherry University, Pondicherry (2000)
- PG Diploma in **Entrepreneurship** Development, EDII, Gujarat (2009-2010)

CERTIFICATION

- MDP on General Management from IIM Bangalore
- Fundamentals on ML & AI
- Mastering Business Models from Strategyzer
- Design Thinking Bootcamp from QAI
- Blue Ocean Strategy and Lean
- SPIN, PPA (DiSC) from NIS Sparta
- Key Account Management – Mercuri Goldmann

SOCIAL

- Director Consultant – Growth at Business Network International (BNI)
- The Neuroscience of Sales
- Convener for Management Development Programs (MDP) at HMA
- Convener for Panel Discussions at Hyderabad Directors & CEOs Forum (HDCF)
- Strategy workshops on Good to Great, Blue Ocean, Strategyzer, Lean
- Mentor at t-hub
- Author of 'Start-up Story: An Entrepreneur's Journey' <https://tinyurl.com/y7am5zy4>