

# SOMESH. N.V

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## GROWTH ACCELERATOR | SALES & BUSINESS DEVELOPMENT | STRATEGIC PROJECT EXECUTION

*Project Strategist cum Implementer, Executive Driver for sustained & significant profits with diverse clientele*

**REVENUE & GROWTH STRATEGIST** offering 18+ years of rich experience in steering competitive go-to-market strategies to enhance sales, build dealer network/ channel partnerships, reach out to key accounts/ new markets and achieve multi-fold revenue increase during the accomplished career.

**VALUED BUSINESS PARTNER:** Stellar in managing all aspects of **OPERATIONS** entailing budgeting, P&L, commercial management, channel expansion, product portfolio enhancement, merchandising, promotions, MIS reporting, trainings & staff management. Instrumental in end-to-end project management from resource planning, engineering, procurement, expediting, delivery, progress tracking, status reporting to timely completion within budget.

**CUSTOMER-CENTRIC & RESULT-ORIENTED LEADER:** Highly-skilled in Sales Lifecycle & Techno-Commercial functions from opportunity analysis, solution selling, pre-sales support, POCs, RFP, RFQ, BGs, LOC, client presentations, supply chain, contract, changes & claim management and negotiations to successful deal closures. Proven expertise in designing competitive go-to-market strategies, fostering Client Relationships & harvesting untapped business opportunities to Enhance Sales, Build Consumer Preference, Reach-out to New Markets & Key Accounts and accomplish multi-fold revenue increase.

### CAREER AT A GLANCE

•Dec'04 – Jan'07 with Premier Automobiles Ltd., Pune as Executive Design & Marketing Engineer (Machine Tool Division)

•Jan'07 - Jan'09 with Sandvik Coromant India, Chennai as Productivity Improvement Engineer

•Feb'09 – Nov 10 with Emuge India Private Limited, Pune Deputy Manager - Marketing Development Sales Manager

•Since Dec'10 with Dura Auto Systems Private Limited, Pune / Hyderabad

### SIGNATURE SKILLS

#### Strategic

Strategy, Vision & Roadmap  
Service Delivery /SLAs Adherence  
Annual Business Planning & Budgeting

Business Development  
Channel Partner Management  
Process Improvement/ Automation

Strategic Alliances  
Stakeholder Engagements  
Consultative Solution Selling

#### Functional

Product Portfolio Management  
Stakeholder / Partner Engagements  
Pre-Sales /POCs / RFPs / Proposals

OEM/ Key Account Management  
Cross-functional Coordination  
MIS Reports

New Market Penetration  
Market /Competitor Analysis  
Compliances

#### Commercial

Strategic Procurement / Purchase  
Localization/Alternate Sourcing  
Contract Management/Negotiations

Outsourcing Functions  
Quality Control & Assurance/Auditing  
Vendor/ Transporter Development

System Implementation  
Cost Saving Initiatives  
Materials Management

### CORPORATE SUCCESS

#### Since Dec'10 with Dura Auto Systems Private Limited, Pune / Hyderabad Senior Account Manager – Sales and Business Development.

*Leading Designer and manufacturer of various "Control Systems" to all leading Automobile markets across the globe.*

#### Growth Path:

Dy. Manager Sales

Dec'10- Jun'15

National Key Account Manager

Jul'15 – Dec'21

Sr. Account Manager Sales and Business Development

Jan'22- Current

- Tackled **complex business challenges and made high-stakes decisions using experience-backed judgment, strong work ethic and irreproachable integrity**; drove new business through key accounts and forged strategic partnerships to increase revenues while managing products, quality and service
  - Orchestrated profit turnaround to boost market share – overcoming challenges; instituted innovative sales & business development initiatives, thereby winning high-profile contracts & expanding distribution network
  - Steered efforts in collaboration with the team in surpassing business goals and formulating plans for territory development/ management

- o Helmed strategic & operational leadership in formulating plans for heading new launches, accelerate sales, turnover & consistently surpass business targets
  - o Tapped new avenues for driving revenues, steering growth, building consumer preferences & positively impacting profitability
  - o Served as interface between company and customers while expediting delivery
  - o Documented and compiled technical data for analysis of after delivery problems
  - o Offered prompt resolution to the customers; ensured performance integrity & mutually satisfying business dealings
- Delivered results in **growth, revenue, operational performance, and profitability**. Aggressive tactics with **strong exposure of working with prominent and high-profile accounts**.
  - o Stellar role in drafting sales forecasts (AOP), program presentations and projects by monitoring and analysing product consumption and preparing accurate sales estimates.
  - o Functioned as a Business Owner for Seclore; evaluated market dynamics, built high value leads and qualified pipelines by effectively utilizing client feedback & personal network
  - o Collaborated with assigned partners across the territory and maximized business opportunities; established pricing, economic increases and profits through negotiations and provides feedback on market pricing of company products.
  - o Strategized long term business directions of the region to ensure maximum profitability in line with organizational objectives; involved in coordinating budgets, forecasts & reports; effectuated business plans to attain maximum sales and optimum revenue
  - o Merit of being the Sales/Customer representative at program CFT meetings.
- Repositioned **products for profit; concept-to-execution driver and turnaround specialist** – setting records in business expansion, revenue growth and high rate of satisfaction among business/commercial clients
  - o Strengthened day-to-day partner relationships, administered joint marketing funds and secured program approvals; strategically managed existing partners, mapped new opportunities & consistently harvest additional value
  - o Consistently worked towards setting up of green field plant set up.
  - o Benchmarked targets by achieving 100% of the assigned target YOY.
  - o Led to significant increase in product profitability by 6.1 %; ensured intensified presence at current customers and explored new opportunities.
  - o Successfully achieved FX price increase claims from clients YOY.
  - o Entered new business segments and diversified the product portfolio.
  - o Stellar role in adding one new OEM to customer portfolio replacing their traditional supplier for a decade.

## INITIAL CAREER

- Feb'09 – Nov 10 with Emuge India Private Limited, Pune Deputy Manager - Marketing Development Sales Manager
- Jan'07 - Jan'09 with Sandvik Coromant India, Chennai as Productivity Improvement Engineer
- Dec'04 – Jan'07 with Premier Automobiles Ltd., Pune as Executive Design & Marketing Engineer (Machine Tool Division)

## ACADEMICS & OTHER CREDENTIALS

PG Diploma in CAD / CAM & Tooling from Central Institute of Tool Design, Hyderabad, AP  
 B.E. (Mechanical) from AMA College of Engineering, Chennai, Madras University

2004  
 2002

### Trainings Attended

- Value Selling.
- Marketing Strategies.
- Team Building.
- ISB- Accelerated Sales performance
- Vocational Training at Ashok Leyland, Chennai.
- Vocational Training at Lucas TVS, Chennai.

## PERSONAL DOSSIER

**Date of Birth:** 23rd June, 1981 ~ **Linguistic Abilities:** English, Hindi, Telugu, Tamil and Marathi.