



M.Seshasai

A seasoned, dynamic and an energetic professional having close to 20+ years of rich experience in **Business development and Competency based Assessments & Development** initiatives across various industries at domestic level and overseas. A proactive leader and planner with expertise in strategic planning, market plan execution, account management, sales efforts. Demonstrated skills in corporate sales, sales coaching & mentoring, project Sales, channel sales operations, implemented sales training initiatives in Start Ups and established firms to boost its profitability. Possess a proven track record of increasing revenues, establishing dealer networks, streamlining workflow and creating a team work environment to enhance productivity innovatively for reputed business houses. A skilled communicator with exceptional presentation skills, executive presence and abilities in forging business partnerships in markets, lead cross-functional teams and establish beneficial relationships with key players in the industry. Possess expertise in working on multicultural environments with the distinction of exploring new markets for expanding businesses and streamlining operations. Passionate about harnessing a positive work culture that helps in retaining hard-working employees and ability to incorporate the latest technology for providing world-class experience for customers

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Area of Expertise

- Consultative Selling
- Corporate/B2B/Channel Sales
- Proficiency in Content Development
- Stakeholder Management
- Operations Management
- Strategic Planning & Market Execution
- Leadership & Team Management Training Need Analysis
- Competency based Behavioral Interviewing Skills



- Sales Training & Process Training
- Knowledge of Adult Learning Principles
- Account Management
- Proficiency in Instructional Design
- Training Impact Measurement
- Facilitation Skills
- Blended Learning
- Project Management
- Coaching & Mentoring
- Administering Competency based Assessment Tests
- Datascience (Python&Machine Learning Concepts)
- Sales Coaching & Mentoring



WORK EXPERIENCE

Work Experience

JobDost

Vice President & Head – Business Development - JobDost June, 2021 – Feb, 2022

- Managing Business Development (PAN India) for IT recruitment services
- Handling a team of 4 BD Consultants as a SalesLeader
- Focus on Tier 1 IT Product/Service companies and Start-Ups
- Promoting services like VMS/VOS (Vendor Managed Services/Vendor Onsite Services)
- Conducting sales trainings for the In – House BD and Delivery teams
- Putting sales processes in place
- Focus on procuring high value mandates with a high billing potential from the clients
- Assist and support the delivery in resolving escalations
- Bagged accounts like WNS, Concentrix, Accenture, HCL and Sapient in a span of 8 months



National Head (Business Performance) – Pristine Facility & Management Services Feb, 2019 – Till Date

- Managing organization's key business verticals – Sourcing & Payroll and Facility Management in the entire southern region
- Taking care of sales with focus on the long term business directions of the region to ensure maximum profitability in line with organizational objectives with adherence to the business norms and ensure profitability through effective P&L Management.
- Managing major and key accounts e.g. Amazon, Swiggy, Delhivery.com, Tikona, Express bees, Laundro kart and Flipkart. Ensuring the retention of new and existing client and facilitating damage control.
- Handling the payroll of an employee database of 4000 plus who have been sourced and placed in the above mentioned companies.
- Played a key role in establishing business expansion with operations at Hyderabad and Chennai.
- Responsible for handling a portfolio of INR 80 million plus across the Southern Region.
- Designing and implementing customized training programs for Sales and Operations teams
- Conducted training on **"SPIN SELLING"** for internal sales team
- Conducted workshops at Leadership Level on **"Change Management & Strategic Thinking"**
- Coaching and mentoring the "fleet on street on sales "
- Ride along client meetings with the team members



Strategic Account Manager – DDI India Aug, 2017 – Nov, 2018

- Managing the Business Development for DDI's ADS and TDS Portfolio
- Responsible for consistent business growth through hunting and farming the blue chip Accounts
- Work closely with the consulting team to execute projects and Coaching them on "How to Expand the Existing Clients"
- Conducted needs analysis for pre-training to determine development gaps among managers at client end.
- Recommending the appropriate **"Assessment Tool"** and **"Development Journey"** to be administered basis the assessment
- Conducting "Competency based Interviews" for internal recruitment
- Conduct **"Business Driver"** discussion at the client site mainly with the C – Suite personnel
- Planned, Organized and developed training materials that met the specific needs of clients across all levels.
- Presenting the **"GLF – Global Leadership Forecast"** report to the all the **"Business & HR Leaders"** across the industry
- Hands on experience in designing and administering assessment tools and tests like **Executive Assessment (Day – in – the – Life) for Strategic and Operational Level Leaders**, **Business Driver** discussion with the C- Suite level and conducting **Competency based Behavioral Interviewing**



Leader (Business Performance, India & South Asia) – FranklinCovey Training & Consulting Mar, 2013 – Aug, 2017

- Managing the Business Development for 6 of the 7 Practice Areas of FranklinCovey and mapping of the companies that are pro learning & development and then position FranklinCovey service offerings.
- Planning, Organizing and Delivering "Showcase Sessions" for the clients on practices
- Managed the on boarding and retention of new and existing client and facilitated damage control by ensuring 60% of the repeat business.
- Maintaining and updating MIS on a daily/weekly/monthly basis.
- Adherence to the business norms and ensure profitability through effective P&L Management.
- **Sales coaching and mentoring** to the new inductees
- Ride along client meetings with the new inductees
- Conduct **complimentary showcases** on FC products



Regional Manager (Business Development) – iRize a division of Manipal Universal Learning Jan, 2011 –Dec’2012

- Business development activities across North and East to generate clients for Perm and Temp Staffing requirements.
- To handle a team of 10 BDEs and ensure at given point in time there are enough mandates to work on.
- To conduct Job fairs and Campus Recruitment drives from time to time.
- To handle 25 Authorized Network Centers of iRize Handled an overall portfolio of INR 8 Cr across India and South Asia
- Planned, Organized and developed training materials that met the specific needs of clients across all levels.
- Conducted needs analysis for pre-training to determine development gaps among managers at client end.
- Build road maps for training's; align client expectations with training deliveries. Ensure deliveries as per client requirement. Also, running impact meetings across North and East and ensure adequate supply of candidates for entry level placements across various industry verticals.
- Converting the existing SMUDE Learning Centers in North to iRize Network centers and operationalize them.
- Conducting Induction/Orientation programs for new inductees.



Assistant General Manager (Corporate Services) – WLC College India Jun’2009 – Dec’2010

- Part of the core team to develop strategies and execution of the same to kick start “MCP – Marketing Channel Partner” project in tier 1 and tier 2 cities across India.
- To work closely with Project Management Companies Like **PWC and KPMG** to ensure proper execution of the plans at each and every stage. The activities involved are: Assist them in carrying out the “Due Diligence” of the prospective customers, Giving Product Presentations, Develop CRM, work out the financial projections, signing up process etc.
- Assisted **PWC in preparing a Business Model for “MCP Project”**.
- Develop and build up a strong corporate services team and ensure adequate generation of Traineeship/Final Placement opportunities at any given point in time.
- Rope in corporate clients as possible for WLC’s “Professional Development Program” and “Executive Management Program”.
- Handling a team of 50 Corporate Services members spread across 30 campuses in India.
- Sourcing of students for admissions through presentations at colleges, SMS Campaign, Emailers, Student/Parent Counseling sessions, participating in Education/Job Fairs etc.
- Organizing “Employer/Alumni Council Meets” every quarter at major campuses and delivering lectures on Sales Management to students.
- Conduct regular training sessions on Sales for team members across India.



Manager (Business Development) - Ma Foi Management Consultants Ltd. (A Randstad Group Company) Jun, 2006 – Apr, 2009

- Business Development across 7 verticals (pre verticalization) in south.
- Handling a team of 25 consultants as a Team Leader.
- Focus on Greenfield Projects (Start-Ups) and Turnkey Assignments and remain as the SPOC for all projects
- Promoting services like VMS/VOS (Vendor Managed Service/Vendor on Site), Flexi/Specialist Staffing, and Assessment Tools etc
- Post Verticalization–BD activity within the PHL (Pharma/Healthcare/Life Sciences & Specialty Chemicals domain in south..
- Focus on each Sub vertical within the PHL vertical like Healthcare, Life sciences, Biotech, API & Formulations, Diagnostics, CRO's etc. and ensure adequate sign ups in each one of these.
- To conduct centre/regional level induction programs for new joiners.
- Performance Appraisal: Prepare and assign KRA's for the team and appraise them accordingly.
- Corporate Training: Doing a detailed “Training Need Analysis” of the client and subsequently offering them the customized training modules.
- Preparing agreements for “Perm Staffing” and “Temp Staffing”.



Deputy Manager (National Projects) – H & R Johnson India Ltd Jan, 2003 – May, 2006

- To promote “Marbonite” (Vitrified Tile) brand within the trade fraternity viz: Architects, Interior Designers, Contractors, Builders, and Govt. Institutions like CPWD, MES and Corporates.
- To get Johnson Brand (Wall & Floor Tiles) specified in various projects especially those, which are multi locational in nature.
- Handling a team of 5 Sales Associates and coordinating with them on various sales aspects and monitoring their activities.
- Coordinating with the logistics division to ensure timely and smooth supplies through SAP-With reference to Sales & Distribution Module.
- Maintaining optimum inventory level at the Depot through monthly Sales Forecast and regular communication with the production division (Inventory Management).
- Handling 25 distributors in entire north, ensure proper branding (in terms of product display at each distributor outlet).



Territory Manager (Projects) – Anchor Electronics & Electricals Ltd July, 1998 – Dec, 2002

- As Territory Manager handling a team of Executives and coordinating with them on various sales aspects and monitoring their activities.
- To promote the Anchor brand of products with Trade Architects, Interior Designers, Electrical Contractors, Builders, Hotels and Trade.
- To handle the Dealer Network within the assigned territory and projects like Individual Buildings, Commercial & Residential Complexes
- Key Accounts Management: Handling Corporate in and around Gurgaon and taking care of their Electrical requirement.
- Handling the entire MIS of the assigned territory and maintaining all the reports related to sales on a weekly and monthly basis.
- Drive on time collections from channel partners and ensure pay-outs to the channel partners are processed on time with adherence to the business norms through effective P&L Management
- In depth analysis of Product ranges & market trends of product cycle with Tracking & analysis of market information on demand potential, channel trends, pricing movements etc



Achievements

- Bagged major deals having a revenue potential of INR 4Cr from clients like Amazon, Swiggy, Tikona, Delhivery and XpressBees
- Entered into a 3-year contract with BMRCL (Bangalore Metro Rail Corporation Limited) to manage their “Facility and Housekeeping Services” for all their Metro Stations in Bangalore
- Bagged deals worth INR 2 Cr from clients like HSBC, Trident Group, Karcher Cleaning Systems, EIH and Protiviti
- Attended workshop on “Competency Based Behavioral Interviewing Skills”
- Bagged a deal worth INR 1.5 Cr (Single PO) to execute Customized Sales Training program for Branch Managers, Zonal Heads and Regional Heads from Havells
- Promoted from Associate Business Head to Leader- Business Performance



Certifications

- Certificate of participation in **7 Habits of Highly Effective People, Leadership Greatness and Helping Clients Succeed** modules
- DDI Certified Facilitator(FCP)
- Certified Feedback Coach on “Hogan Assessments”
- Attended workshop on “Competency based Behavioral Interviewing Skills”

Extra Curricular Activities

- ☐ Undertook an initiative named “Conscious Conversations” during COVID 19 Pandemic on a Pro Bono basis.
- ☐ Publishing articles and posts on LinkedIn on topics related to behavioral science.



Education

- **PGDBM in (Marketing)** from **Academy of Management Studies, Dehradun** in 1998
- **Research Work on Applied Mathematics** from **IIT Roorkee – Prof A.K Sinha** in 1996
- **M.Sc., Applied Mathematics** from **IIT Roorkee** in 1995
- **B.Sc., Mathematics** from **Hindu College, New Delhi** in 1993
- **Successfully completed a course in “DataScience”** from **Sri Satya Sai Sewa Organization, Puttaparthi**