



# Pranav Sharma

Sales | Key Account Management | Channels | Partnerships & Alliances

📍 Mumbai, India

☎ +91 9717 2111 93

✉ [reach2pranavs@gmail.com](mailto:reach2pranavs@gmail.com)

🌐 [linkedin.com/in/sharmapranav/](https://www.linkedin.com/in/sharmapranav/)

🐦 [twitter.com/pranavsharma176](https://twitter.com/pranavsharma176)

## SKILLS

### Profile Skills

Sales Strategy & Forecasting, Key Account Management, Business Development, Channel Development, Channel Sales, Distribution, Partnership & Alliances, Contract & Deal Negotiation, Product Management, Increasing Customer

Lifetime Value (CLV), Reducing Customer Acquisition Cost (CAC), Consultative sales techniques, TCO Management, People Management and General Management.

### Job based Skills

Cloud Computing, Team Management, Social Media Management, Business Analysis, Digital Marketing, Competitive Strategies, Client Acquisition, Market Development, Territory Management, Customer Relationship Management (CRM), Pitch Creation, Public Speaking, Objections Handling, Event Management, Forecasting & Goal planning, Problem Solving, Lead Generation & Closure, Promotions planning, Product Launches.

### Personal Skills

Diligence, Engagement, Initiative, Emotional Intelligence, Goal-Oriented, Teamwork and collaboration, Decision Making, Information Management

## PERMANENT ADDRESS

Gurugram, Haryana, India

## SUMMARY

I am an award winning commercial leader with over 22+ of both strategic and operational cross functional experience across IT, Telco and Customer Service domains. Have transformed into an experienced & result oriented sales professional with the ability to formulate sales strategy, manage region wide sales, develop alliances, manage client relationships & leading team in multiple domains. Possesses diverse experience of working with established multi-million brands as well as start-ups. Experience of handling complex negotiations to ensure the organizations profitability. Deft in planning and adhering the assigned targets towards achieving internal and external expectations. Developed sales and distribution strategies to build customer base with key focus on achieving revenue targets along with strategizing annual business plans targets and costs in conjunction with Finance & Marketing Teams.

Adept at consultative selling and solution propositioning to CXOs and key decision makers. And have an in depth understanding of Indian as well as African Landscape & Business Model. Have on hands experience of executing new roll outs, setting up of new markets from scratch across countries and handling multi-functional and multi-cultural teams spread in different countries.

## WORK EXPERIENCE

April 2021 -  
Till date

### EVP & Global Business Head

#### Eureka Digitisation & Automation Services

- As part of Senior Leadership Team, heading the eDAS SaaS solutions India & International Business. Building the SaaS business B2B & B2C along with processes & people.
- Handling Sales for the region., while also expanding eDAS's footprint in high growth markets like Africa and South Asia with our Digital Software Solutions portfolio along with Services & Consulting, to help grow business in these demanding markets.
- Running a business entity holistically with complete responsibility of P&L, value proposition, Business Strategies, customer experience, product road map, people, marketing and brand development
- Driving Market share, customer acquisition & retention, revenue growth and EBITDA margins
- Setting up Direct & Indirect model of business in Indian & International Markets.
- Team – Managing 2 product managers & 14 sales team members.

Sep 2018 -  
March 2021

### Territory Manager-Media & Telecommunications (East Africa)

#### ORACLE Corporation

Was handling Media & Telecommunications sector in East Africa for Oracle, as part of the Technology Team handling Cloud & other digital SaaS products.

Responsible for Digital (Cloud, AI, Machine Learning, Data Analytics, Data Science, Blockchain) products sales in assigned region, including vision / mission / Sales & Key Accounts plan, deployment strategy, consulting and execution, based on business value-demonstration towards accelerated scaling of Oracle Cloud.

Feb 2016 -  
Sep 2018

### Territory Manager – East, Central & SADC Africa

#### AVAYA Mauritius Limited

Was driving Sales and Channel development in the region. Handled Key accounts such as Telecommunications, Banks, Govt. Authorities in the region. Target of 3.5MUSD annually. Selling Unified Communications, Contact Center Solutions, Cloud solutions, VC Solutions and professional Services.

---

## LANGUAGE

- English
- Hindi
- Basic Swahili

Sep 2014 - Feb 2016	<b>Head - Unified Communication &amp; Collaboration (East, West &amp; SADC Africa)</b>  <b>AGC Networks Ltd (Essar)</b>  Headed the Unified Communications & Collaboration business for AGC Networks across Sub-Saharan Africa. Handled Enterprise, Mid Market, Contact Center, Video, professional Services and AMC business.  Started the UC business from scratch to 1.4 Million USD business in first year itself. Established AGC Networks as the Platinum partner as well as the preferred Video partner in the region for leading vendors such as AVAYA, CISCO, POLYCOM within Eight months of initiation.  Team – Managed 2 presales & 4 sales team members.
May 2014 - Aug 2014	<b>Business Lead – West, East, South &amp; Central Africa (WESCA)</b>  <b>Virtual Works Africa Ltd</b>  Was heading IT distribution and Channel development for the entire VW's product portfolio for Sub-Saharan Africa.  Team – Managed 18 team members
March 2010 - May 2014	<b>Regional Manager (East &amp; West Africa)</b>  <b>MIDCOM Africa Ltd</b>  Handled Nokia Distribution & Channel Sales along with Operations in the East Africa region. Initiated business setup from scratch in Ghana, Ivory Coast, Ethiopia & Rwanda. Drove Sales & Marketing as per the regional business plan for Devices via channel & Sub Distributors in Kenya, Uganda, Tanzania, Rwanda, Ethiopia, Ghana & Ivory Coast. Setting up the organization presence in 4 countries from Scratch, and developed the Channel along with the Team formation and operational Kick start.  Team - Managed 180+ direct employees in a multi-cultural and multi-site environment.
Oct 2009 - March 2010	<b>Circle CIG Head (UP West) – Customer Service Delivery</b>  <b>Tata Teleservices Ltd</b>  Headed Customer Interactive Group for UP West Circle, and owned the CS activities for Post & Pre on Activation, Retention & Churn management, Relation & revenue Enhancement, Conduction of trainings at Circle Level, Voice and Web Call Center. Successfully handled National launch at Circle level  Team: Managed 6 direct team members.
Feb 2004 - Oct 2009	<b>Sr. Manager Operations</b>  <b>Intelenet Global Services Pvt. Ltd. (for Hewlett Packard India Sales Pvt. Ltd.)</b>  Headed the outsourced Inside Sales team for Hewlett Packard. The unit was aligned to 2000 selected HP Channel Partners PAN India to generate sales leads via Inbound/ Outbound tele calling for SMB/ Enterprise sector across India. Lead distribution was then done to Field Rep & Channel as per the region and product. The unit target was to generate 8M USD revenue annually. Handled Marketing rollouts and created combo promotions.  Team - Managed 250+ employees.  Won the CEO's Award of Excellence in 2006.  Won an All-round performer certificate in the year 2008.  Won the Best Operations Manager PAN India Trophy in 2007 and 2009.  Won Captain of the quarter multiple times on revenue generated

Oct 2001 - Feb 2004	<b>Assistant Manager - Inbound + High ARPU Customers</b> <b>Bharti Telenet Ltd. (AIRTEL)</b> <p>Worked as a supervisor for the Inbound Customer care team of 30+ team members along with 2 other Supervisors. Was responsible for man management, Retention, Resolution of escalations, MIS Analysis, Training, performance management etc.</p> <p>Was part of the core team responsible for implementation of various IT transformational projects (E-CRM Implementation, New Service Delivery Architecture, IVRS/CTI implementation, Automated Kiosks etc.)</p> <p>Team – managed 60+ team members</p>
March 1999 - Sep 2001	<b>L2 Technical Support SPOC (Dell Tech Unit)</b> <b>Wipro Spectramind eServices Pvt. Ltd.</b> <p>Was Level 2 support for the team on their on floor technical queries and guided them to the best resolution possible. Mentored and trained the new hires In Lab and shared best practices of the floor.</p>

## EDUCATION

Feb 2022 - In Progress	<b>Masters of Business Administration (Leadership &amp; Strategy)</b> <b>SVKM's Narsee Monjee Institute of Management Studies</b> Mumbai, Maharashtra, India
May 1997 - June 1999	<b>Bachelor of Arts</b> <b>Chhatrapati Shahu Ji Maharaj University, Kanpur</b> Kanpur, Uttar Pradesh, India
Nov 1996 - Sep 1999	<b>Diploma - Network Centered Computing Curriculum (GNIIT)</b> <b>National Institute of Information Technology (NIIT)</b> New Delhi, India

## PERSONAL DETAILS

- Date of Birth – 27th August 1977
- Married with two kids.

## INTERESTS

I am an avid hiker and enjoy camping trips on weekends. Love books and literature, gaming, music, browsing blogs & movies. I am a fitness enthusiast as well.

## TRAINING & CERTIFICATIONS

- Cloud Infrastructure Certificate (Oracle)
- The Art of Sales: Mastering the Selling Process Specialization
- Richardson's Consultative Selling Skills
- Selling With Stories
- Sales Prospecting Advanced Techniques
- Account Based Selling
- Buyer Personas & Prospecting
- Working with Emotional Intelligence