Anand Vishwanath

☑ 3vanand@gmail.com

→ +91 9000034141

in www.linkedin.com/in/vishwanathanand

A strategic professional with managerial and leadership skills, targeting assignments in **Sales & Marketing**, **Business Development and Operations Management** with a leading organization of repute to nurture mutual growth in **Tech Start-ups and FMCG**



Profile Summary

- Start-up specialist with nearly 12 years of experience and proven track record of establishing Companies business, driving sales & operations and amplifying business margin by multi-fold
- Worked in Startup's in SaaS, IoT, E-Commerce, F&B & FMCG companies
- Proficient in Profit center management and operations for 7 Years
- Strategic Leader with expertise in devising **Profit Centric Strategies**, **Business Plans**, **Marketing Structures** and Thought Leadership across the growth phase (Sales Cycle) of the product
- Built broader and deeper relationships with stakeholders; promoted a winning attitude while exceeding performance expectations
- Delivered transformational change in overall operations; managed functions including planning, budgeting, new product development/ launch, branding and so on
- Provided insight on business decision-making process through analysis, financial projections (planning, budgeting and forecasting) and reporting; brought in scalable financial control in operations
- Expertise in setting strategic goals, providing consultancy, making effective decisions, and enabling smooth day-to-day business activities

Core Competencies

Sales & Marketing

P&L Management

Business Analytics

Business Development

Operations Management

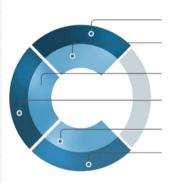
Budgeting & Costing

CXO Engagement

Revenue Expansion

Team Building & Leadership





Business Acumen

Critical Thinking

Analysis & Accuracy

Problem solving

Decision-making

Adaptability





MBA (Marketing) from University of Hyderabad with CGPA 7.75 in 2010



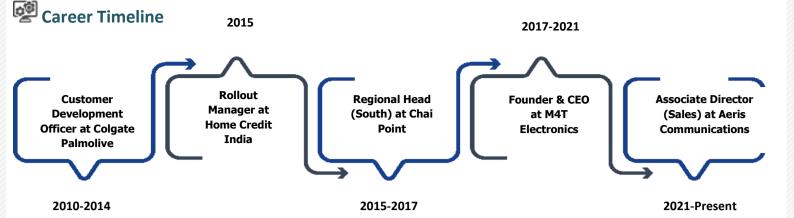
B.Sc. from Osmania University with 77% in 2007



12th from Alphores Junior College, Karimnagar,Telangana Andhra Pradesh Board with 81% in2004

10th from St. John's High School Karimnagar, Telangana (SSC Board) with 85% in 2002





Notable Accomplishments Across the Career

- Increased the portfolio from 28 Crores to 48 crores in 2 years at Colgate Palmolive,
- Generated a revenue from scratch to 2 crores in 6 months at home credit
- Built a team, product, Pricing and new vertical of CPG products, new stores at chai point and became EBITA positive within 1 year and turnover of 8 crores in 2 years
- Built a Start-up M4T Electronics with telematics and IoT product development, generated 7 Crores revenue in 4 years

Portfolios Managed

Automobile OEM, Logistics, Finance, Insurance, IT & ITES, Across South India -AERIS Communication

Automobile OEM, Logistists, Last mile deliveries, Channel Partners across India -Neovin-M4T Electronics Retail Stores, Online deliveries, Corporates for Chaipoint

Dealer network in Gujarat - Home credit Channel network, Modern trade, in AP & TG - Colgate



Associate Director (Sales) at Aeris Communications, Noida Reporting to VP Sales

May'21-Present

Key Result Areas:

- Spearheading the region with P&L responsibility by hunting and farming of corporate clients for IOT based SaaS Platform
- Steering diverse responsibilities, including strategy planning, new initiatives & operations and performing industry deep dives & customer behaviour analysis to identify product feature gaps impacting category performance
- Overcoming complex business challenges and making high-stakes decisions using strong work ethics
- Developing a manpower and succession plan for the division to drive appropriate action for future resourcing and creating, supporting resourcing strategies to address future requirements
- Providing strategic leadership through facilitating or advising strategy development while establishing foresight, conceptual capability and market awareness
- Dealing with IT & ITES, Educational Institutions, Automobile OEMs, Logistics, Electric Vehicles, Last Mile Deliveries, IT Corporates and building channel partners across South India with **CXO Engagement**

Key Result Areas:

- founded and built a product into Telematics and IoT for automobiles, integrating the IoT Technology, Smart Solutions, thereby providing the optimized solutions for Automobile OEM, Logistic Providers, Educational Institutions, Government Institutions and Corporates
- Developed financial estimates; achieved the milestones, set budgets, breakeven points, built strategies for both organic and inorganic growth
- Understood process requirements and provided use cases for business, functional & technical requirements
- Planned and implemented creative technical solutions to complete a project successfully within time and budget with resources available: maximized the operational results and profits

Regional Head (South) at Chai Point (C - Series Funded), Hyderabad **Reporting to Chief Operations**

Sep'15 – Aug'17

Key Result Areas:

- Spearheaded the growth of the region by being the first employee in the region; implemented strategies and built a team of over 120 by members establishment of Retail Stores, B2B and Online Deliveries
- Led team management and revenue leadership role; conducted market research; managed corporate accounts and delivery
- Developed short-term & long-term plans in coordination with stakeholders to expand business

Rollout Manager at Home Credit India, Gurugram, Haryana Reporting to Chief Operations`

Jan'15 - Aug'15

Key Result Areas:

- Initiated the roll-out for West region for the entire Sales & Operations as Micro CEO and completed the roll-out for Ahmedabad region
- Conducted extensive business research & analysis to understand competitor activities, business expansion opportunities, customers, gaps, market trends and industry developments & standards

Customer Development Officer (Channel Sales) at Colgate Palmolive, Chennai Reporting to Area Sales Manager

Jul'10 - Dec'14

Key Result Areas:

- Managed the complete channel sales network from dealer /distributor, in-store, modern trade, new product launch with an objective to achieve sales targets
- Drove P&L activities; impacted regional profitability through effective tactical management decisions and new business development



Personal Details

Date of Birth: 13th May 1987

Languages Known: Hindi, Telugu, Gujarati and English

Address: Flat No. 401, Sri Niwas, Classic Home Pawar Nagar Colony, Road No. 11, Moosapet, Hyderabad, 500018