

SUMAN VARADARAJAN

Locations: Chennai and Bengaluru, India

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Profile Snapshot

- ✓ **11+ Years of Full-Time Work Experience in Marketing, Communication, Sales and Business Development**
- ✓ **6 Years at Oracle Corporation in two stints spread across a decade**
- ✓ **In a Leadership role at Oracle Corporation, with Overall P & L responsibility:**
 - ✓ Delivered 180 Million USD Per Annum (FY) in Inside Sales and Field Sales Pipeline for all Lines of Business (LOBs)
 - ✓ Hired 50+ employees single-handedly to boost the overall team strength from 22+ to 65+, including hiring 4 LOB Managers and 2 Program Managers as direct reports
 - ✓ Identified and trained 18+ Graduate Trainees as Campus Hires from prestigious University/Management campuses across India (Indian Institute of Management (IIM), IMT (Ghaziabad), Christ University (Bengaluru), ICFAI, etc.)
- ✓ **6+ Years in an Independent Marketing and Communication Consulting role** - Enabling business transformation, sales & marketing success and revenue growth by working with SMBs and Startups in India and abroad
- ✓ **Extraordinary Leader, Speaker and Communicator with prior stints in diverse areas** - Business Development, Sales & Marketing, Marketing Communication, Corporate Communication and Public Relations

Employment History

Small & Medium Businesses (SMBs)

March 2017 – Current

& Startups / Early Stage Ventures

Role: Sales and Marketing Strategy Consulting (Independent)

Key Deliverables

- Executive Communications - Speech Writing, Content Syndication, Thought Leadership, Investor Engagements, Client Relations & Policy Announcements
- Cross-Platform Digital Marketing - Instagram, Facebook, Twitter and other Social Media; D2C and E-Commerce; Social Commerce and B2B/Retail Marketplace Platforms
- Future-focused Sales and Marketing Plans - Budgeting, Initiatives, Brand Engagement, Campaign Calendars, Digital, etc.
- Impactful Public Relations and Advertising Plans and Customised Sales and Marketing Collaterals - Internal/External Communications and Advertising (ATL & BTL)/Public Relations, including Video Scripts, Call Scripts, Buyer Personas, etc.
- End-to-End Content Restructuring - SEO readiness & Brand Synergy - and Web Strategy

Oracle Corporation (Oracle India Pvt. Ltd.)

February 2015 – February 2017

Role: Senior Manager & Head of India Market Development

Key Leadership Responsibilities / Achievements

- Led and Rebuilt the Entire Oracle India Market Development Team - Held P & L responsibility for the function across LOBs and managed the overall Go-To-Market Initiatives (GTMi) across Technology, Middle Ware, Applications, Systems and Automation/Analytics platforms
- Promoted to this leadership role due to the exceptional performance in the Program Manager, Business Development India role
- USD 180 Million in Sales Pipeline targets delivered across product lines, functions and regions across India, and overachieved priority targets for cloud computing (SaaS, PaaS, IaaS) and automation/analytics solutions (BI / EPM, Agile)
- Tripled Headcount of the team single-handedly - From 22+ Business Development Consultants and no Managers onboard to 65+ overall, including 45+ Consultants hired within a short space of time, and 4 Business Development Managers and 2 Program Managers as direct reports managing specific LOBs (Database, Middle Ware, Applications, Systems and Automation/Analytics)

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- Engaged with key stakeholders as the Leader and Single Point Of Contact (SPOC) for India Market Development - Reporting directly to Oracle APAC Senior Leadership, with dotted-line reporting to the India Managing Director and Senior Vice President
- Drove and leveraged key executive engagements with the APAC Leadership, India Regional Leadership and the Line of Business (LOB) Leadership across continents (Asia, Australia, Europe, North America)
- Ensured overall business continuity, team cohesion, strategic alignments with key stakeholders and pipeline growth, even during the team rebuilding phase
- Led challenging employee retention initiatives - Dive & Save efforts to retain key staff, promotions for top performers and on-the-floor & off-site motivation initiatives to keep the team together, focused and in high spirits
- Governed the overall hiring, on-boarding, training and enablement processes for the team end-to-end - Identification, hiring and development of 18+ Graduate Trainees and 50+ lateral hires

Role: Oracle Program Manager, Business Development India

October 2014 – January 2015

Key Achievements

- Managed overall India Go-To-Market-Initiatives (GTMI) for the Applications and EPM/BI Platforms, including Lead Flows - Lead Generation, Progression, Opportunity Conversion, Revenue Generation, Customer Reference and Reporting/Reviews
- Engaged with the India and APAC Senior Leadership and other Key Stakeholders - Aligned all campaigns/Initiatives with their priority objectives by optimising sales plays, marketing plans and execution strategies, and leveraged multiple routes-to-market for pipeline generation (Business Development, Sales, Digital Marketing, Field Marketing, Alliances and Channels, Demand Generation, etc.)

Small & Medium Businesses (SMB)

June 2011 – September 2014

Role: Sales & Marketing Programs Consultant (Independent)

Key Deliverables

- Executive Communications - Speech Writing, Content Syndication, Thought Leadership, Investor Engagements & Policy Announcements
- Overall Sales and Marketing Plans (Budgeting, Initiatives, Brand Engagement, etc.) and Comprehensive Public Relations and Advertising Plans (Online & Offline)
- Customized Sales and Marketing Collaterals (Internal/External Communications and Advertising (ATL & BTL)/Public Relations)

Oracle Corporation (Oracle India Pvt. Ltd.)

December 2007 – April 2011

Role: Market Development Consultant

Key Achievements

- Supported Oracle's overall Go-To-Market initiatives (*GTMI*) across Technology, Fusion Middle Ware and Applications platforms
- Synchronized with Oracle's internal teams - Field Marketing, Alliances, Channels, Sales and Business Development - on key Demand Gen. initiatives (strategic planning, campaign collateral, campaign management and execution)
- Delivered Sales pipeline through Integrated National and Local Campaigns - Leveraged internal Demand Generation teams
- Managed Joint Demand Generation initiatives with Oracle VADs (Value Added Distributors), ISVs (Independent Software Vendors) and Partners across Technology, Fusion Middle Ware and Applications Platforms
- Provided Marketing Communication solutions for Oracle's internal and external (Partner-led) teams across APAC and Executive Communication support for Regional Vice Presidents and other key business leaders at Oracle
- Worked with Oracle PR & Customer References teams to secure optimal press coverage, publish customer case studies, success stories, etc.

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The Rattha Group

January 2007 – August 2007

Role: Assistant Manager – Corporate Communications

Key Achievements

- Managed Corporate Communications activities for the group - Internal and External - and their Joint Venture Partners, Singapore-based The Ascott Group (External), and liaised with Advertising (TBWA Anthem and JWT) & Public Relations (Genesis Burson-Marsteller and Prism) agencies

Vikas Constructions

January 2006 – December 2006

Role: Media Communications Manager

Key Achievements

- Defined Marketing/Media/Public Relations strategies, coordinated with the Public Relations/Advertising Agencies and managed the overall Internal and External Communication requirements

L. V. Prasad Film & TV Academy

October 2004 – July 2005

Role: Media Designer

Key Achievements

- Developed content, including Multimedia presentations, for the Academy's teaching / training materials, and maintained strong relationships with Students, Industry Professionals and Stakeholders

Grand Ceramicks

August 2001 – September 2004

Role: Media Communications Officer

Key Achievements

- Supported all Media relations and Internal Communication activities and assisted in the design and delivery of Marketing campaigns

Educational Qualifications

2001 – 2003

Master of Arts in Journalism and Mass Communication

Madurai Kamaraj University (Madurai, India)

1998 – 2001

Bachelor of Arts in Corporate Secretaryship

University of Madras (Chennai, India)

1997 – 1998

Diploma in Network Centric Computing

NIIT (Chennai, India)