

NAGELLA TRINATH

SALES & MARKETING/BUSINESS DEVELOPMENT/DIGITAL MARKETING

Impressive success in consistently achieving revenue, profit, and business growth objectives within start-up, turnaround, and rapid-change environments

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Executive Profile

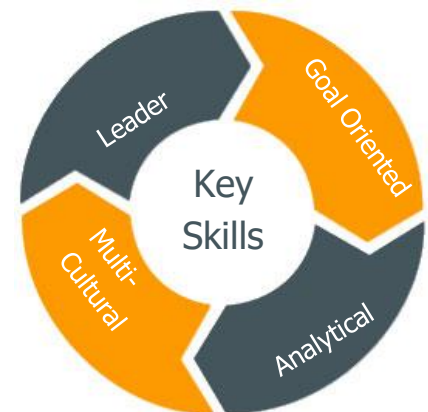
- Dynamic, results-oriented professional offering **over 10 years** of rich and qualitative experience across Telecom vertical
- Comprehensive experience in leading business functions across **Digital Payments and Mobile Wallets**
- Track record of launching & **growing enterprise business** across various regions with in-depth understanding of **diverse markets across India** as well as different models of business and positioning of products
- Proven success in managing **revenue portfolio of INR 1000 crores** with large teams spread across multiple locations
- Holding strong relations with Decision Makers & Opinion Leaders in a competitive environment; developed partnerships with **OEMs, Telco & ISPs**
- Closed opportunity & **strengthened relationship** with strategic account by leveraging key account management skills
- Expertise in **analyzing market trends** to provide critical inputs for business development initiatives and formulation of selling and marketing strategies
- Excellence in driving innovative marketing plans, communication strategy & campaigns, leading ATL/ BTL campaigns including events & exhibitions and driving the use of **digital marketing & online marketing tools**
- Track record of organizing many campaigns with out-of-the-box concepts in India specifically **Tamilandu & Telangana Region**

Key Impact Areas

Sales & Marketing	Enterprise Business Development
P&L Accountability & Growth	Opex Management/ Cost Control
Strategic Alliance & Tie-ups	Client Relationship Management
Program/ Project Governance	Bid/ Tender Management
Strategic Planning & Leadership	Team Building & Leadership

Notable Accomplishments across the Career

- Nominated for the "Vishist Sanchar Seva Padak Award " in 2015-2016
- Awarded the Best Outstanding performance and contributions for increase in SIM sales and GSM revenue for the years 2013-14 & 2014-15 for Nilgiris region
- Achieved the business volume and revenue in Nilgiris by 25% to 35 Crores through innovative ways with channel partners.
- Achieved the business volume and sales by partnering with computer networking companies for business procurement and network installation; organized marketing road shows, exhibitions & presentations for promoting services & products and building brand value
- Enhance business and achieved INR 1 Cr. worth new business to the company through Leased Line Services, MPLS VPN, MLLN, Mobile CUG connections & renting office spaces in a period of 3 years
- Successfully built large client relationships starting from scratch to leadership stature.
- Successfully driven high value deals & turnaround success stories with clients across BFSI/ IT/ ITES/ International Schools & Colleges / Services/ PSU segments



Academic Details

- **MBA (Marketing)** from Annamalai University in 2013
- **B.Tech. (Electronics and Communication)** in 2009

IT Skills

- Package – MS Office
- Software – ERP (S&D)
- Operating System – Windows

Growth Path

Q-mobile Security System.



Proven track record of driving excellent performance across career

Professional Experience

Since May'10 till Present with BSNL as Deputy Manager

Growth Path:

Jul'10-Jul'13	Enterprise Business
Aug'13-Feb'16	Sales & Marketing
Mar'16-Jun'17	Sales & Social Media Management
Jul'17 till Present	Sales & Digital Payments

Scope of Work: Heading over 1000 Crores of annual revenue with over 10 million subscriber base of BSNL AP & TS circle, over 100 crores of annual revenue and over 1 million subscriber base of BSNL Coimbatore and 150 Key accounts over 35 crores annual revenue and over 0.5 million subscriber base of BSNL Nilgiris.

Significant Accomplishments:

- Contributing Nodal In-charge for:
 - 187 Distributors and 64125 Retail Merchants for achieving sales target of all BSNL products, solutions & services
 - 3 Payment/ Mobile wallet apps Speed pay, SBI-Mobicash, Mobikwik
 - ERP-S&D module in AP & TS circle
- Contributed as key member in the launch of Speedpay Mobile Wallet in Telangana

Key Result Areas:

- Developing & implementing long-term growth strategy to maximize ROI for various product portfolios
- Reinvigorating the company and revamping the business model & strategy to build a more responsive & market-driven organization; developing plans/internal controls/SOPs to take the business to next level
- Implemented various process and policies for entire business including Subscriber base management, Reach management, process management, new business management, B2B Sales, Key account management
- Devising turnaround strategy towards assigned markets, thereby capturing extraordinary market share
- Amplifying revenue margins by multi-folds by restructuring sales processes and improving operational efficiency
- Driving partnership process with customer - proposal creation, sales pitch, platform demo, commercial negotiation, agreement negotiation, inter-functional liaising, risk & compliance clearing, project planning
- Building & establishing key partnerships with OEMs, Telco & ISPs to develop joint go-to-market solution offering and driving GM engagement
- Heading project lifecycle right from order booking, design, execution, commissioning to revenue realization & collections
- Devising plans for bid & tenders; leading client negotiation, commercial & legal clauses, inter-department liaising, financial /IT audit clearing, reverse auctions, SLA execution
- Leading 360 degree marketing campaigns including execution of ATL, BTL, new media campaigns- integrated marketing communication, ambient media planning
- Outlining social media strategies & execution plans to cultivate audiences, increase web presence & enhance brand awareness

Jun'09- Apr'10 with Q-mobile Security System as Software Developer

Trainings

- Attended training on Wireless Communications at Rajiv Gandhi Memorial Telecom Training Centre, Chennai
- Certified from Appin tech on Digital and social media marketing.
- Completed Google certification in Digital marketing and Google ad words.
- Completed certification on Internet Of Things (IOT) from UDEMY.



Personal Details

Date of Birth: 29th May 1988

Languages Known: English, Hindi, Telugu and Tamil

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