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Global IT Sales & Key Account Management Professional

*New Business Development | P&L Management | Operations |
Strategic Business Planning | M&A | Contract Negotiations & Deal Making*

An accomplished Sales and Operational professional with a track record of 23+ years of experience accelerating revenue growth, market share and profitability for multi-million-dollar industry leaders.

A unique combination of business acumen, financial expertise and market native intelligence guaranteed to deliver topline and bottom line results.

Result oriented leader with demonstrated expertise in penetrating new markets, launching new products and setting up partnerships with vendors and customers to maximize sale growth.

High level expertise in cultivating long term, strategic partnerships, alliances that elevate company presence to attract and retain attention of key decision makers and yield high returns.

Top notch professional with successful track record of 23+ years in blue chip companies with multifaceted leadership experience in senior decision making positions. *Extensive experience* in New Business development, Sales Life-cycle Management, Strategic Partnership Management, Startup management, P&L management and Contract Negotiations.

AREAS OF EXPERTISE

-New Business/New Market Development	- Budgeting/Forecasting	- P & L Management
-Strategic Business Planning	- Contract Negotiations & Deal making	- Key Account Management
-Developing & Managing Alliances	- Team Management	-Operations
-Mergers & Acquisitions	- Turn Around Management	- Start Up Management

SIGNIFICANT CONTRIBUTIONS

Aggressive Revenue Gains

- Oversaw operations valued at USD 15mn in Europe and North America markets and increased sales from USD 2.3mn to USD 4.5mn in two years.
- Increased billable head count from 15 to 41 for a leading US/Germany company increasing market penetration and customer satisfaction by 15%.
- Managed high sales volumes and achieved KPI successfully
- Renegotiated cost overruns with 2 US clients to successfully transform project loss into profit
- Developed multiple large customer accounts from inception to completion, generating multi-million USD revenue.
- Managed projects worth **USD 75+ million (with full P&L accountability) in a career spanning 23+ years.**

Boosting profitability through impactful Cost Savings

- Plugged leakages in company by closely monitoring, and auditing costs of the offshore entity that resulted in profits.
- Audited the production, quality of operations and business development to enhance process profitability
- Slashed costs of technology projects by 45% by auditing complete software project cycles.
- Negotiated multi-year roadmap for Clients, pricing & resolved engagement issues

PROFESSIONAL FORTE

Business Development, Sales Management & Strategic Planning:

- ⇒ Executing new market entry & opening up new Greenfield Businesses, accelerate existing Businesses, incubate and manage Large Complex Multi-Million Dollar Deals-engagements.
- ⇒ Driving offerings/solutions, process and customer service improvements while building strategic partnerships with key stakeholders.
- ⇒ Ensuring consistently enhanced revenues, reduced operating costs, redeveloped offering portfolio by utilizing world-class benchmarks & creativity
- ⇒ Developing relationships with key decision-makers in key accounts for business development. Interfacing with clients for negotiations & closures; cultivating relations with them for securing repeat business.
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- ⇒ Developing long term annual business plans which seamlessly mesh into global objectives
- ⇒ Formulating & implementing Annual Operating Plan
- ⇒ Driving the sales team for Achieving revenue targets as per the Annual Operation Plan(AOP), through effective training, performance review & management, reward & recognition system.
- ⇒ Developing long term business strategy and annual business plans. Developed requisite capabilities and set the direction for the future and utilize potential business opportunities
- ⇒ Instituting sales management processes & systems, sales funnel management, lead management & customer life cycle management – welcome calls/demo conversion, customer retention through *renewals*.
- ⇒ Enabling effective cross-functional coordination & teaming between business team, technical team & service delivery team to ensure customer delight
- ⇒ Redesigning organizational policies internally to fit rapid Return on Investment, while cultivating sustainable relationships outside of the organization.
- ⇒ Engaging partners to identify opportunities for new business. Develop, manage, and report on partner sales funnel and be accountable for revenue target.

Client Relationship & Account Management:

- ⇒ Establishing and maintaining relationships with all assigned accounts and directing the strategic account team to ensure clear understanding of the client's way of doing business.
- ⇒ Building strong executive relationships with accounts to foster contract renewals and increased penetration of other service lines.
- ⇒ Conceptualizing customer retention strategies based on extensive analysis of service operation and market dynamics. Identifying improvement areas & implementing measures to maximize customer satisfaction.
- ⇒ Customizing Account Management to the next level of mining/upselling via stakeholder value mapping.
- ⇒ Prioritizing Key Clients and mapping new developments within. Building long term relationships with CxOs of Key customers.
- ⇒ Acting as the point of contact both for clients as well as Strategic Accounts for all matters pertaining to the effective service of clients.
- ⇒ Facilitating open lines of communication between key advisory board members, executive sponsors and practice heads.

Leadership, Motivation and Team Management Approach

- ⇒ Strongly believe in creating “leaders” than “Teams”
- ⇒ Every team member is groomed to become a “Leader” who can take up ownership and deliver quantifiable results
- ⇒ Educate, Guide & mentor team members in accomplishment of business objectives.
- ⇒ Develop, implement and monitor progress of the quarterly & Annual sales targets.
- ⇒ Conduct need based training sessions for team members aligned to assessment of training requirements.
- ⇒ Identify team formation and develop quickly through “Forming”, “Storming” to “Performing”
- ⇒ Quarterly reviews, feedbacks, freebies, corporate lunch/Dinner

Marketing Management

- ⇒ Redefining inside sales methodology & marketing collaterals.
- ⇒ Analyzing & reviewing market response/ requirements and implement strategies for accomplishment of business goals.
- ⇒ Evolving market segmentation & penetration strategies to achieve targets.
- ⇒ Implementing schemes/ sales promotions aimed at maximizing brand awareness.
- ⇒ Penetrating markets not earlier ventured into by company.

Operations:

- ⇒ Managing operations, managing revenue flow, sustain business relationships, Productivity improvement, Operational Planning
- ⇒ Execution of Process Optimization, Cost reduction, Mergers& Acquisitions, Investment Planning, Business Leadership.
- ⇒ Establishing various business partnerships with service providing companies and organizations
- ⇒ Coordinating with Finance dept. towards forecasting & budgeting exercise, Annual Business Plan
- ⇒ P&L Management
- ⇒ Enabling business excellence, Turnaround situations, Budgeting /Forecasting, reporting decision making.
- ⇒ Setting the vision, direction & culture for the team by managing individual & team performance expectations & goals, monitoring real time service levels & schedule adherences & holding the team responsible for meeting & exceeding performance targets.
- ⇒ Driving the sales team for achievement of AOP through effective training, performance review & management & reward & recognition system.
- ⇒ Multi locational Operations Management: End-to-end handling of Bangladesh branch operations & Service Delivery

WORK HISTORY

GSS INFOTECH LIMITED, Hyderabad

Sr Vice President – Global Sales & Key Account Management (GSS Acquired Nexii Inc.) May 2018 onwards

Current profile: Managed High-margin revenue proposition and Annual budget, New Business/New Market Development, Strategic Business Planning, Directing Sales & Marketing activities, building & fortifying customer relationship, key account management, outsourcing agreements with top firms in Global Markets, managing alliances & partners, P&L Management, Responsible for Managing operations, managing revenue flow, New Initiatives, M&A and **Bangladesh Branch Operations & Delivery Management**

NEXII IT LABS PVT LTD, HYDERABAD

Vice President – Global Sales & Head of Operations (July 2014 onwards)

Current profile: Managed High-margin revenue proposition and Annual budget, New Business/New Market Development, Strategic Business Planning, Developing Geo-wise business Plan, Directing Sales & Marketing activities, building & fortifying customer relationship, key account management, outsourcing agreements with top firms in US, MENA and APAC regions, managing alliances & partners, P&L Accountability, responsible for managing operations and revenue flow, sustain business relationships, new Initiatives and M&A

⇒ PRECEDING ASSIGNMENTS

- ⇒ **WIN INFORMATION TECHNOLOGIES LTD, HYDERABAD-Vice President – Global Business Development for Enterprise Mobility** (Mar 2013 to June 2014)
- ⇒ **CLAVIB INC.(‘SJIL’), HYDERABAD-Sr Vice President – Global Business Development & COO** (Dec 2009 to Mar 2013)
- ⇒ **VERSANT TECHNOLOGIES INC, HYDERABAD-Director-Global Business Development for Oracle Retail Solution** (Nov 2008 to Nov 2009)
- ⇒ **GOLDSTONE TECHNOLOGIES, HYDERABAD – General Manager-Business Development** (Feb 2006 – Oct 2008)
- ⇒ **EDISOFT TECHNOLOGIES BANGALORE – Vice President-Sales (for North America and APAC)** (Sept 2003 – Jan 2006)
- ⇒ **DELDOT SYSTEMS LTD, BANGALORE – Business Manager** (June 2000- August 2003)
- ⇒ **DELTATEC SOLUTIONS, BANGALORE – Associate Manager-Business Development** (Apr 1996- June2000)

EDUCATION & PERSONAL DETAILS

Bachelor of Engineering in Electronics & Telecommunications from University of Mysore, India

Name	: Peesa Varada Rajulu
Marital Status	: Married
Passport No	: P3048262
VISA	: Valid B1 Visa for USA