

# RIICKY PAL

Hyderabad, India | M: +91 81061 79997 | [ricky.pal@gmail.com](mailto:ricky.pal@gmail.com) | <https://www.linkedin.com/in/riickypal>



**STRATEGY & NETWORKING | SALES & CONSULTING | THOUGHT LEADERSHIP | PEOPLE & ACCOUNT OPS | P&L MGMT | DIGITAL TRANSFORMATION | PROGRAM MGMT | CUSTOMER SUCCESS**

A highly networked thought leader, sales professional with diverse & entrepreneurial spirit with 20+yrs of experience in regional and global emerging technology markets and corporations, I'm adept at business expansion in challenging markets and regions. My professional canvas has spanned Asia Pacific, Middle East & UK and as a C-suite relationship builder I catalyzed regional and global expansion, with \$23Mn+ total sales record from multi-year deals throughout Asia, Australia, Middle East with acquisition of new logo's. My professional stints include varied sectors like *government, banking, education, hospitality, agriculture and digital media among others.*

As a skilled negotiator and networking strategist I've also have also handled *Program managing & leading Middle East & APAC sales for Microsoft Dynamics Practice & Emerging Technologies*, creating high-ROI relationships against well-established global competitors. My focus areas also include maintaining existing CRM IP Solutions, AI & IoT.

I have been fortunate to learn and grow with industry giants like AOL, HPE, HCL Technologies and others.

## PROFESSIONAL INFO

20+

Years of Experience

11+

Years in Sales & Consulting, Pre-Sales, Bid, Account & Program Mgmt.

9

Years in Customer Support, People Ops & Dev



Bachelors Degree in Hotel Management (2001), Bangalore-India

## CERTIFICATIONS

- Enterprise Architecture Foundations Certification by David Swersky @ LinkedIn Learning - 2021
- MCP: MB2-704 – MS Dynamics CRM Application Certification – 2015
- MCP: MB2-707 – MS Dynamics CRM Customization & Config Certification – 2015
- FieldOne (Field Service) for Microsoft Dynamics CRM – 2016
- PRINCE 2 Foundation Certification from AXELOS (EXIN) – 2015
- Gamification (University of Pennsylvania | Coursera) – 2014
- Entrepreneurship – Developing Innovative ideas (University of Maryland | Coursera) – 2014.
- Text Analytics Certificate from BigData University – 2013.
- CloudU Certificate from RackSpace Cloud University – 2013
- ITIL Foundation Certification v2 – 2008
- PMP Trained by ADEPT - 2008

## Notable Career Highlights

- Set up - Taurine Inc. FZ LLE**, an IT Consulting & Solutions firm focusing on total digital transformation with effective, efficient & easy to use transformation tools in the ME region. Taurine Inc. is a registered Microsoft Cloud Solution Provider (D365 CRM). Responsible for *Consulting, Sales, Pre-Sales, various dev programs, People, Finance & Operations, relationship building from scratch*. Established firm in UAE, India & Estonia.
- Led the Global Sales & Consulting**, Pre-Sales, Alliance & Marketing with focus on **Microsoft products and Emerging Technologies** practice (AI & IoT) in Aspire Digital. Priority region was Middle East.
- Managed the Sales & Pre-Sales under PowerObjects** for ASEAN-ANZ region focusing on Digital Transformation with Microsoft Dynamics 365 during tenure with HCL Technologies Ltd.
- Booked USD 15 Mn+ (TCV)** during FY16-17 & FY 17-18 for various existing and new accounts in ASEAN-ANZ region.
- Program/Bid Managed & Responded** to RFQ/I, RFP and created successful proposals for few existing and new customers, Deal Size: (USD 250K – 25M+). Domains Include: MS Dynamics 365, Mobility, Digital Media and Technical Support. Regions Covered: US, UK, ME, ASIA, Australia & South Africa. Sectors Covered: Public, Banking, Finance, Education & Consumer Services.
- Contributed USD 100K+ in \$700K** savings by Resource Off-shoring Technical Support and Customer Care business to India (Hyderabad & Chennai) from Australia in 2011 for an Internet Security Software Business Unit.
- Setup & Managed the Global Command** Center in Hyderabad, India for MIS, Knowledge Management, P & L, Customer Escalation Management, Resource & Infrastructure Planning and Idea Factory for Global Support & Research teams for an Internet Security Software Business Unit.

## Experience

W L & O

### CEO & Director / Consultant

#### Taurine Inc. FZ LLE, UAE & INDIA

Aug 2018 – Dec 2021

Taurine Inc, an IT Consulting & Solutions firm (a Microsoft Cloud Solution Partner) focusing on total digital transformation with effective, efficient & easy to use transformation tools in the ME region. Taurine Inc. focuses on building & maintaining smart IP solutions built on top of *Microsoft Dynamics 365 CRM platform* & solutions based on AI & IOT.

- Responsible for Sales, Marketing, People Ops, P&L and growth of the company (**grew from AED 0 - 300K+ in the 1<sup>st</sup> year**).
- Strategize & network on building and growing the organization from scratch working with Microsoft Products (D365-CRM) & Emerging Tech Partner Solutions in GCC, APAC, EU & NA regions.
- Consult, Build, & Maintain key Programs/Partnerships and relationships with CxO's globally.
- Manage day to day operations, people, finances, project P&L & HR. Work with partners on various Programs & Projects on UI, Mobile, Web & E-Comm site development based in India, US & UAE, also take care of no-code mobile app dev.

ASPIRE DIGITAL

### VP – GLOBAL SALES & ALLIANCE PROGRAMS

#### Aspire Quantum Technologies LLC (Aspire Digital), UAE

May 2018 – Aug 2018

Spearhead sales & manage bids for the organization. Build and maintain customer relationships in key accounts in GCC & other regions. **Build the Microsoft Practice focusing on Microsoft Dynamics 365 (CRM) specifically in ME & Asia region.**

HCL

### GROUP MANAGER - MICROSOFT PRACTICE (ASEAN & ANZ)

#### HCL Technologies Ltd., India & Singapore

Nov 2006- Mar 2018

Managed the Sales & Consulting, Pre-Sales Program for ASEAN & ANZ region under PowerObjects, generate a credible pipeline and grow the sales in the region. Meet and exceed sales targets beyond USD 5Mn yearly, manage P&L for the region. Provide support to the Vertical Sales SVP, VP & AVPs, Enterprise Architects and Delivery Heads. Coach & mentor new Pre-Sales & Sales personnel in Hyderabad & Singapore. Build and maintain customer relationships in key accounts in ASEAN & ANZ region. Program Managed various sales bids and different programs across verticals.

#### Sales & Consulting, Pre-Sales & People/Program Mgmt. Experience:

- Responsible for sales of Microsoft D365 from MSD Practice in APAC & ROW region. Built strong relationships with stakeholders, potential customers and **responsible for new logo acquisition**.
- Orchestrated the growth of sales revenue in APAC region for MS D365 from USD 5mn to 14+mn during FY15-18.
- Improved sales practices within MSD Practice, explored & won major deals in new territories. Worked closely with regional sales director's and country heads.
- Collaborate with MARCOM department for regional sales & marketing materials and presentations at various events, creating awareness of focused practice for APAC & ROW region.
- Spearhead the MSD CRM Sales & won the largest Dynamics 365 Application Support & Maintenance deal in APAC region for an **Australian Royalty Management organization** for **5 years in Feb 2017, deal size AUD 12Mn – FY 2017-18**. This was a rescue project from Accenture/Avanade.
- Spearhead MSD CRM Sales & won digital transformation deal on Dynamics 365 for a largest **Agribusiness** customer in Australia, deal size **AUD 2Mn for 5 years. Project kick off in April 2018 – FY2017-18**.
- Program Managed MSD CRM Sales and won multi-service line deal for two existing Government Agencies in Singapore for upgrade & re-implementation from **4.0 to D365 and 2011 to D365**. Cumulative value **USD 8mn for 7 years – FY 2016-17**.
- Program/Bid Managed (MSD CRM Sales) strategic account wins in **Singapore & Hong Kong** resulting in cumulative revenue of **USD 3.7 Mn over 2 years – FY2016-17**.
  - **A leading family-owned bank in Asia** – Involved in RFI to Contract signing stage, worked on PFS (loan) integration with mobile app & native systems enabling customers to apply loan digitally/paperless and automating the workflow for internal salesforce. Digitization was completed first in Vietnam (Hanoi) and then in Singapore. **Highlight - HCL's Banking IP Solution built on top of Microsoft Dynamics Platform.**
  - **A leading bank in Asia** – An existing customer, involved in MSD Sales for upgrade from MS CRM 4.0 to D365.
  - **A leading multinational Insurance company in Hong Kong** – Underwriting process automation with in HCL's **Insurance IP Solution** built on top of Microsoft Dynamics 365 CRM platform.
- Bid Managed (CRM/ERP) winning contract for an **UK based housing organization** worth **£11 Million deal over 5 years** in Jan 2015.
- Focused on Microsoft D365 Cloud solutions - **plan, approach, consult, sell & service to customers beyond ASEAN region for Microsoft Product Sales & Services.**
- Managed **IP Solutions developed on Microsoft Dynamics (365) CRM for Financial & Non-Financial Services Industry.**
- Help customers to map their process, goals and application roadmap. Manage the P&L for the region. Extensive travel to **Singapore, Indonesia, Hong Kong, Dubai, Malaysia & Australia** to build and maintain relationships with Clients and partners.

*Leadership is not about being in charge, it is about taking care of those in your charge*

## Program, People & Vendor Mgmt. Experience:

- **Program Managed Research, Development & Technical Support teams** spread globally (India, US, Australia, Israel, Philippines, Poland & Czech Republic) in a **\$20 Million Internet Security Software Business Unit** (CA-Total Defense).
- As per organization initiative **consolidated and built exclusive Operations Center** in Hyderabad to **manage various programs/projects** running across seven countries for CA-Total Defense (*Internet Security Software*). The OPS center resulted in massive savings and increased productivity of techs across the globe.
- **Managed 90+ (Direct Reports) NA and ANZ Tech Support & Customer Care** engg's for CA-Total Defense Project.
- **Transitioned 295 resources (Indirect Reports) from Onsite-Offshore** centers to various projects within the organization.
- **Managed 6 renowned External Product Certification & Testing Standards agencies** (*VB100, WestCoast Labs, AV-Test.org, ICSA, AMTSO and OPSWAT*) for Internet Security Product (CA-Total Defense).



### TEAM LEADER (Microsoft IT & BearingPoint Service Desk)

Hewlett-Packard India Private Limited, India

May 2004– Oct 2006

*Placed on two assignments for managing IT Service desk for internal employees.*

- Led the entire operations of **BearingPoint Global Helpdesk and Microsoft Global Helpdesk. Overall team size of 60 engineers.**
- Improved efficiency, accuracy, and access to information by spearheading YB project on TTE (Time to Escalate) reduction using DMAIC methodology with the target of 85%. Introduced Rewards & Recognition Program to increase employee efficiency.

### COACH, AOL TECHNICAL SUPPORT & QUALITY ASSURANCE

Aol. America Online Member Services (AOL Inc.), India

Jun 2002– May 2004

Recruited as part of first 60 people to setup and run the tech support operations in Bangalore.

- Managed a team of 15 consultants providing support for AOL Software to North American customers.
- Established quality standards for the operations for ensuring immaculate customer service and SLA's. Conducted various workshops on customer service, time management and communication skills.

### CUSTOMER SERVICE ASSOCIATE

Customer Asset.com Pvt. Ltd, Bangalore, India

May 2001– May 2002

- Worked on an American Bank credit card collection.
- UK Catalogue Shopping Retail project (Inside Sales).

## Other Information

- **Languages:** English, Hindi, Punjabi, Marathi
- **Memberships:** Internations Org (Global Business Networking)
- **DoB:** 1<sup>st</sup> May 1979

## Entrepreneurial Adventure

FOOD,  
MUSIC &  
FASHION

