**R. RAMANAN**

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**Senior level assignments in Sales & Marketing, Business Development with a reputed organization in Telecom/Education & Automobile sectors**



***CAREER CONSPECTUS***

* Deeply accomplished and result-driven senior management executive with a consistent & documented record of **over 20+ years** in developing new & profitable revenue streams and new business avenues.
* ***Presently employed with K12 Techno Solutions as Business Head***
* Hands on experience in charting out sales strategies and contributing towards enhancing business volumes & growth and achieving revenue and profitability norms.
* Competent in implementing effective solutions to the customer needs, with an aim to improve customer contentment and consequently customer loyalty, repeat and referral business.
* Expertise in developing & managing business partners in order to enhance the market share and profit of the organisation.
* Highly successful driving high-value and profit gains, large scale cost savings and improved organisational productivity and performance.
* Possess credibility & personal integrity that leaves lasting impressions on corporate decision makers, motivates employees & generates loyalty.
* Excellent communication, interpersonal, people management, relationship management and analytical skills; ability to take holistic approach for solving problems.



***COMPETENCIES OVERVIEW***

* Developing sales plans and value added solutions designed to assure achievement of agreed to the volume, revenue, market share and profit.

**SPECIAL SKILLS**

**- Strategic Planning**

**- Profit Centre Operations**

**- Sales & Marketing**

**- Business Development**

**- Sales Promotions**

**- ROI Accountability**

**- Channel Management**

**- Account Management**

**- Team Management**

* Conceptualising & implementing strategies for acquiring business from clients and effectively using existing accounts.
* Analysing the latest marketing trends and tracking competitors’ activities and providing valuable inputs for fine tuning sales & marketing strategies.
* Mapping the clients’ requirements and providing them customized business solutions by proposals, presentations & demonstrations.
* Creating business pipelines and converting transactions into profitable business accounts.
* Networking with prospective clients, generating business from the existing accounts and achieving profitability and increased sales growth.
* Leading, training & monitoring a team to ensure efficiency in sales operations and meeting of individual and group targets.
* Conducting meetings for setting up sales objectives and designing / streamlining processes to ensure smooth functioning of sales operations.
* Sustaining a dynamic environment that fosters career development opportunities and motivates high performance amongst team.



***EMPLOYMENT SKETCH***

***Oct 2018 to till Date***

***Business Head- Dream India Education Management***

***Managing 143 schools across 9 states with 3000+ employees and managing end to end responsibility***

***Dec 10-Sep 2018 K12 Techno Solutions Ltd***

*General Manager Operations South*

*Funded By ISB , managing a chain of schools & Colleges.*

*Responsible for end to end management of the region*

*Responsible for Complete Marcom activities*

*Tie Ups with Various Agencies for Running The Advertisement Campaign*

***Aug’06 to Nov 2010 Tata Communications Ltd.***

* Area Operations Manager Aug’06 – Oct’07
* Head Distribution AP Nov’07 – Sep’08
* Head SMG-AP Oct’08 – Mar09
* Head Operations RoAP Apr’09 – Nov’09
* Customer Service Head-North Dec’09 –Dec’10

***Role covers:*** Steering diverse responsibilities pertaining to **Strategy Planning, Business Development, Key Account Management, Relationship Management, Customer Support Operations, Technical Services**, and administration across Delhi controlling CSD for Delhi/ NCR/ UP/ Rajasthan/ Punjab/ Haryana.

***Significant highlights***

* Planning, Execution & achievement of aop, revenue and retention of broad band  customers by the team.
* Rolling out End to End Customer life cycle management and cross functional activities like Pre-sales, post sales, Installation, Maintenance, Collections and Retention.
* Controlling involuntary & voluntary churns, service assurance & managing other operational activities.
* Maintaining existing sub base with acceptable NPI (CCI, CMI, and CPI), Repeat complaints and customer escalations through network operations and improving health of existing network as per TRAI compliance.
* Organising channel by driving team in resolving service issues, Retention, ARPU for prepaid/post paid, Recovery of CPE, Billing Activities, RCV management, collection activities, and revenue generations as specified by operating plan.
* Accountable for ensuring sufficient manpower productivity, training skills, required resources & support for execution of targets.
* Complete Incharge for AP for Rolling outMarketing & Advertisement Campaigns across Channels.
* Building Brand Visibility & handling all Communications for the same.

***Oct’05 –Jul’06 Reliance Infocomm Ltd., Hyderabad***

***Sales Manager-Retail Broadband***

***Products Include:***

* Dedicated Consumer Broadband Internet Services
* Voice Solutions ( PRI, BRI, Centrix Solutions )

***GEO Spread and Sales for Wire Line Services (Fixed Line Phones):***

* Responsible for complete Wire Line Network Implementation in the assigned BAN by ensuring the requisite Permissions from the BOI’s and Baby BOI’s.
* Manage, Coach and Mentor the Team of Sales Executives, Sales Associates and Field Sales Associates in line with NIS Sparta, the training division of Reliance Infocomm.
* Rolling out network in new areas & acquisitions while ensuring high revenue customer through Sales, Churn, and Retention of Reliance Fixed Wire Line Phones
* Successfully managed:
  + Corporate customer acquisition of Reliance Enterprise Broadband in the defined vertical or named accounts
  + Revenue and Collection targets from the set of corporate accounts
* Working with:
  + Pre-Sales to develop Customized Solutions for Named Accounts
  + ICOU in Service Delivery, Service Assurance & Collections in Named Accounts

***Significant highlights***

* Awards Received: **Best Manager across India for SA- Sales.**

***Jun’04 –Sep’05 Reliance Infocomm Ltd., Salem TamilNadu***

***Prepaid Lead– Prepaid Business-Salem Cluster***

***Significant highlights***

* Successfully appointed Distributors at Salem, Metur, Attur, Dharmapuri, Krishnagiri, Rasipuram, Velur, Hosur, & Namakkal.
* Overseen end-to-end activities – customer acquisition, service delivery and retention of all high ARPU customers in the assigned markets.
* Ensured adherence of all norms and Guidelines of the company.

***May’01 - May’04 IDEA Cellular Limited, Hyderabad***

* Executive - Sales & Distribution Dec’03 - Jul’04
* Sales & Distribution - Channel Sales May’01 - Dec’03 (Nizamabad, Warangal & Nalgonda)

***Significant highlights***

* Highest Incentive Earner for Two Years Consecutively
* Successfully Retained Market Share in spite of severe Market competition
* Responsible for Launching Brand & positioning
* Ensure Visibility & Tie ups across places.

***Jun’96 - Apr’01 Veejay Agencies, Hyderabad***

***Growth Path:***

* Management Executive Jun’96 - Jul’97
* Sr. Executive - Operations Aug’97 - Apr’01

***Significant highlights***

* Awarded a special incentive for cost saving as a result of new inventory system and collection process

***May’93 - Jun’94 Prime Computers, Hyderabad Executive - Sales***



***SCHOLASTICS***

* 1996 Osmania University Master of Business Administration
* 1993 Badruka College of Arts & Commerce Bachelor of Commerce



***COMPUTER KNOWLEDGE Windows, MS Office and the Internet***



***PERSONAL DETAILS***

* Date of Birth : 20th March 1970
* Languages Known : English, Hindi, Telugu, Kannada and Tamil
* Addresses : Flat No.: 502 D, Keerthi Apartments, Yellareddyguda Ameerpet, Hyderabad-500073. Andhra Pradesh, India