**JAKKULA SRIKANTH**

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**Experienced Management professional in SALES, MARKETING, SERVICE & OPERATIONS of**

**INDUSTRIAL PRODUCTS,CHANNEL PRODUCTS, CAPITAL EQUIPMENT, PROJECTS and HR COMPLIANCES,** with **MECHANICAL ENGINEERING** and **MBA background**

**Professional Summary**

* **A result oriented, analytical and resourceful professional with over 28 years of demonstrated success in Strategising, Executing Sales & Marketing of Industrial Products, Channel products, Capital equipment, Projects, HR Compliance Services and O&M.**
* **Exceeding targeted goals,** developing profitable & productive Business and **Managing Sales teams at PAN India level.**
* **Identifying new markets/Potential,** placing Products /Services and establishing sustainable new Business cases.
* **Experienced in developing sales through Application development at various Industrial segments** viz.Steel, Power, Cement, IT, Port & Ship yard, Mining, Defence, Paper, Refineries & Petro-Chemicals, Fertilizers, Sugar, Oil & Energy, Indian Railway, Defense, Mining, Fabrication, Foundry, IT, MSME’s etc.
* Experienced in **Product Management, Branding and Product launching and Distribution channel Management.**
* Possess excellent I**nterpersonal,Leadership,Communication, adaptive and Presentation skills.**

**Proficiency matrix**

* **Sales, Marketing, Service and Operations**
* **Managing Teams of Sales, Service, Operations and Administration**
* **Dealer, Sub-dealer and Vendor Management,**
* **Project Coordination and execution,**
* **Profit loss Management & Outstanding control**
* **Business Presentations & Training**
* **Product and Brand Management**
* **Market Survey and Analysis**

**Experience narrative**

**Oct. 2015 onwards with APARAJITHA CORPORATE SERVICES PRIVATE LIMITED, Chennai**

**Heading Sales & Marketing of HR Compliance Services at PAN India level**

1. New business development, Brand Building Strategies, Identification and segregation of potential Market Segments, iii) Revenue generation through new account development and key account management, iii) Managing over all Business through Regional teams, iii) Defining the exact marketing processes and responsible for executing the same, v) Monitor market Intelligence within the industry

**March 2012- July 2015 with BATLIBOI ENXCO PRIVATE LIMITED (BATLIBOI GROUP), Chennai**

**Heading Business Development department on all India basis**

1. Finalisation of Orders for Erection & Commissioning Projects of Wind Turbine Generators, ii) Finalisation of Annual contracts for Operation & Maintenance of Wind Turbine Generators and Electrical Substations, iii) Finalisation of Work orders for Assembly of Wind Turbine Generators and iv) Finalisation of Work orders for Repairs of Wind Turbine Generators with the following guidelines.

**July 2011-March 2012 with PIONEER WINCON PRIVATE LIMITED (PIONEER ASIA GROUP), Chennai**

**Heading Southern Region & Northern Region** while Marketing of WIND TURBINE GENERATORS of Capacity 250 kW & 750 kW at DGM level.

**Dec’2006 to Jun’2011 with Carborundum Universal Limited (Murugappa Group), Chennai**

**Heading Product Management,** sales and contribution of specific products on all India basis. **Managing 3 major product lines Depressed Centre Grinding Wheels, Chop saws and Reinforced Cutting Wheels (Thin Wheels-Abrasives)** at Senior Manager Level through Regional Sales teams.

**Jan’1996-Nov’2006 with Larsen & TOUBRO LIMITED, Mumbai**

**Joined as APPLICATION ENGINEERING SPECIALIST and rose up to REGIONAL PRODUCT EXECUTIVE (Welding Products)**

**Handling Sales, Marketing, Application Engineering, Service and Special Projects** through Welding, Oxy-Fuel & related

consumable products and all kinds of equipment through Area Sales teams situated in United A.P & Karnataka Regions.

**Preceding Assignments**

* **Jan’1995-Dec’1995 with “Vanson Engineering Pvt. Ltd.”, Mumbai as Resident “Sales / Application Engineer”**
* **Jun’1994-Dec’1994 with “Romesh & Co.”, Visakhapatnam as “Sales Engineer”**
* **Jan’1992-May’1994 with National Oil & Petroleum Products, Visakhapatnam as “Sales / Application Engineer”**
* **Oct’1990-Oct’1991 with “Bharat Heavy Plates & Vessels Ltd.”, Visakhapatnam as Trainee**

**Products Handled**

* **Industrial Consumables**: Special / Fabrication welding consumables, Wear resistant plates, Industrial Ceramics, Thermal spray consumables, Cold repair putties, Chocking/ Grouting compounds, Non metallic bearings etc.
* **Capital Equipment**: Wind Turbine Generators, Regular + Semi-automatic welding machinery (SMAW,TIG,MIG/MAG), Oxygen Analysers, Gas Mani folding systems, Plasma cutting systems, Thermal spray systems, CNC profile cutting machines etc.
* **Safety products:** Industrial Fume extracting systems, Auto darkening Welding helmets, Flash back arrestors etc.
* **Channel products:** Fabrication Electrodes, Abrasives, Gas Regulators,Gas Brazing/Soldering torches, Gas cutting torches, Anti corrosion coatings etc.
* **Special projects:**  Ship / Sub-Marine/ Process plant Critical Reclamation works, Setting up of Clean rooms & Gas Mani- folding systems for handling of Inert gases in TIG WELDING applications, Establishing Orbital TIG welding systems to suit specific customer requirement, Establishing Thermal spray systems etc.
* **Erection & Commissioning:** Wind Turbine Generators.
* **Service**: Operation & Maintenance of Wind Turbine Generators.
* **KPO Services:** HR Compliances

**Professional Training**

* **Training** on **Metallurgy, Welding, Brazing, Soldering, Thermal spray covering all major Metals & Alloys**, **Handling all kinds o**f **Welding machinery, Various Industrial processes and Application Engineering** by L&T Limited in 1996.
* “**Oxy-Fuel Welding / Cutting / Brazing**” by Messers Germany in 2004.
* “**Time Management**” by L&T Limitedin 2000.
* “**Communication Skills**” by L&T Limitedin 2004.
* “**Vendor Management, Sub-Contract Management & Negotiation Skills**” from Door's Consultancy in 2004.
* “**Managing Business through Sales team**” by Mercuri Goldman in 2011.

**Seminar Attended / Paper Submitted**

* Submitted a paper on “**Save Non Renewable Resources**” at the institution of Engineers (India), Paloncha Chapter during Engineers day in 1997.
* Conducted various programs on “**Safety during Welding & Grinding”.**
* Attended various Seminars organised by '**Indian Wind Turbine Manufacturers association’ & CII.**

**Academia**

* **Post Graduate Program in General Management** from **Great Lakes Institute of Management**, Chennai
* **AMIE**-Sect. A in **Mechanical Engineering**  from **The Institution of Engineers India**, Kolkata
* **Diploma in Mechanical Engineering** from **A.P. State Board of Technical Education & Training**, Hyderabad

**Personal Dossier**

**Date of Birth:-** 28th July,1969

**Languages Known:-**i)**English** (Professional proficiency), ii)**Telugu** (Professional proficiency),iii)**Hindi** (Professional proficiency), iv)**Tamil** (Beginner)

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