**Venkata Sridhar**

**Mobile: +91 9642483444;**

**E-Mail: indurthisridhar@gmail.com**

**A proven sales and account management leader with extensive experience as a director developing growth strategies across Middle East and India. Manages P&L and known for developing strategies to win new logos and cross selling to the existing clients.**

** Enterprise Solution selling  Paytv Domain SMS solution  Software as a service (SAAS)**

** Account Management  Strategic Partnerships  Starting and Managing New Branch Operation**

***Awards & Achievements:***

* Started operations / branches in Oman, Kenya, Nigeria
* Independently recruited and managed Multi country operations
* Responsible for P&L
* Responsible for new product launch.
* Achieved global Star branch for achieving highest growth in terms of revenue in 2015 & 2014 consecutively.
* Awarded as Global Manager award in 2007 & 2010 for achieving highest revenue.
* Achieved Executive of the year in 2003 for achieving 132% of yearly target among 16 branches globally.
* Merit of being the First in the history of FOCUS to initiate new off the shelf solution and to achieve 3 Million plus revenue.

**CAREER CONTOUR**

**Director – Sales and Key Account Management**

**Feb 2017 – Till Date**

**ITP Software India Pvt Ltd, Hyderabad, INDIA**

ITP Software India Pvt. Ltd is into providing SAAS based subscriber billing CRM for Pay TV, Broadcasting & ISP domains across India and globally.

Created and implemented a strategic plan to achieve sales targets and expand market share. Owned and exceeded sales targets while preserving customer satisfaction. Built and maintained strong long-lasting relationships with customers and strategic partners.

* Standardised the customer review reporting and structure, reducing customer losses YOY.
* Boosted customer satisfaction survey score from 3 to 4.5 out of 5.
* Coached and inspired the team to outperform sales targets by setting the examples of professionalism, teamwork and customer service.
* Launched new solution Ezydigi for cable operator.

**Regional Manager - Kuwait & Africa**

**Jan’16 – Jan 2017**

**Focus Softnet WLL.**

Focus Softnet is a multinational enterprise solutions provider. With its acclaimed products and services, Focus Softnet has operations in 17 countries and operates from 27 offices around the globe.

Led fifteen account executive, 4 Sales Manager / Branch Managers, 3 Implementation & customer support managers and exercised responsibilities of Focus softnet’s Presales, customer service, project management teams.

* Built business model and negotiated $5M Marafie Group Project by displacing SAP.
* Led account team to overachieve revenue targets by 128 % in 2016
* Promoted INSTA Health care solution in the region.
* During the year bagged 8 logo’s in 1 year of operation.
* Boosted customer satisfaction survey score from 6 to 8.5 out of 10.

**Regional Sales Manager – UAE & OMAN**

**Jan’10 – Dec’15**

**Focus Softnet FZ LLC.**

Focus Softnet is a multinational enterprise solutions provider. With its acclaimed products and services, Focus Softnet has operations in 17 countries and operates from 27 offices around the globe.

* Managed a team focused on selling ERP, Customer relationship management and INSTA healthcare solution to large accounts for UAE & Oman territories.
* Instrumental in growing business by 126% in 2015
* Demonstrated exceptional team productivity and margin contribution by doubling revenues by increasing team size.
* Negotiated pricing, terms and joint development contracts.
* Leading new business development “Hunting” team to drive new logo acquisition.
* Mentor and coach the sales team to create and move opportunities through the pipeline.

**Sales Manager – UAE**

**Jan’09 – Dec’09**

**Nalsoft Fz LLC**

**Manager – Partnerships & New Business (Jan’06 – Dec’08)**

**Focus Softnet Fz LLC**

**Country Manager – Oman (Jan’04 – Dec’05)**

**Modern Technology Company**

**Sr. Sales Consultant – UAE (Apr’01 – Dec’03)**

**Al Muntadhir Computers**

**Sr. Marketing Executive, Hyderabad (Dec’97 – Feb’01)**

**Mahindra Holidays and Resorts LTD**

**Marketing Executive, Hyderabad (Dec’95 – Nov’ 97)**

**SJB Tubes LTD**

**EDUCATION**

**Post Graduate in Diploma in computer application**

**Mater in Business Administration (Sales & Marketing)**

**Batchelors in Commerce.**

**Valid Driving Licence**

**UAE**

**Oman**

**India**