**LAKSHMI NARASIMHAM SADHU**

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**P&L Management | Revenue Maximization**

Rich experience in repeatedly producing sustained business and revenue growth in changing markets benchmarking with success in heading successful businesses**,** targeting senior level assignments in **Technical Sales / Business Development/ Sales and Marketing**

**Location Preference: Hyderabad / Bangalore**

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| **Key Skills**  **Sales Strategies, Revenue Growth**  **Business Development/ Growth**  **Key Account Management**  **Distribution/Channels Management**  **Stakeholder Mgmt. (Business/ Client)**  **Market Research and Analysis**  **Sales Budget / Forecast**  **Promotional Strategy**  **Team Building & Leadership** |  | **Profile Summary**   * Managed the full sales cycle for IT products and solutions from initial unqualified lead to proposal, handling competition, evaluation & support issues, commercials, price negotiation and closure * Developed and implemented strategies for major institutions in the territory with unique package program, ensuring strong-footing in competitors region resulting in revenue increase over last year * Worked with clients like **TATA BSS, HSBC,Qualcomm, TATA Lockheed Martin, JDA Soft ,INFOR,WellsFargo,JP Morgan,Infosys, Tech Mahindra Novartis , Microsoft , Gland Pharma , Dr.Reddy’s , Deshaw , Amara Raja , IIIT , ISB , BITS Pilani HYD campus** & many more * Successfully led **Key** **business initiatives & strategies** to meet changing customer needs / expectations, thereby resulting into high level of customer satisfaction and increase in market share, sales volume & added bottom line * A forward thinking person with **strong** **communication, analytical & organizational** skills; well organized with a track record that demonstrates self-motivation & creativity to achieve corporate goals |

**Organisational Experience**

**Since Jan’19 with Actis Technologies Pvt Ltd, Hyderabad as Business Head Telangana & AP**

*(Regulated the marketing & sales comprising High-end Video Conferencing in Video Conferencing, Board/Training Room Integration Solutions , Service Sales , spanning across IT/ITES, Corporate. and all the segments in the industry)*

**Key Result Areas:**

* Efficiently managing portfolio of clients and delivering exceptional client service in AVSI solutions comprising AV Solutions ,Video Conferencing, Products/ Services Spanning across IT/ITES, Corporate, Financial Sector
* Working with Team on account mapping, penetration and enhancement of the customer relationship from single and multiple transactions to a partnership level Hyderabad , Andhra , Telangana cutting across all verticals for Actis
* Leading the business development of large/premium accounts that had significant IT staffing/consulting needs
* Ensuring continued customer satisfaction and developed the company’s image as a trustworthy, capable and a reliable technology partner
* Transforming the sales team from product selling to solution selling and winning against competition while managing a healthy pipeline for every Month.

**Highlights**:

* Contributed significantly to AVSI / Board Room Solutions, Training Room Solutions, Service Sales , Channel Sales revenues by effective up selling which significantly delivered.
* **Handled the key clients like HSBC, TATA BSS,JDA,Novartis,Wells Fargo, JP Morgan, GMR ,Infosys , Synchrony , Dr.Reddy’s , Gland Pharma , Amara Raja , ISB , BITS Pilani , Deshaw etc.**

**Since Sep’17-Jan’19 with Aircel Limited, Hyderabad as Key Business Accounts Manager**

*(Managed the Telecommunications Portfolio, provides Data, Voice, Managed Services Solutions, Video Conferencing Solutions)*

**Key Result Areas:**

* Efficiently managing portfolio of clients and delivering exceptional client service throughout complex, mission-critical technology solutions comprising Data, Voice, Managed Services Solutions MPLS, ILL, PRI, Video Conferencing, Products/ Services Spanning across IT/ITES, Corporate, Financial Sector
* Working on account mapping, penetration and enhancement of the customer relationship from single and multiple transactions to a partnership level Hyderabad cutting across all verticals for Aircel
* Leading the business development of large/premium accounts that had significant IT staffing/consulting needs
* Ensuring continued customer satisfaction and developed the company’s image as a trustworthy, capable and a reliable technology partner
* Transforming the sales team from product selling to solution selling and winning against competition while managing a healthy pipeline for every quarter

**Highlight**:

* Augmented ILL, MPLS,PRI, Video Conferencing sales by 30% within the span of 16 months with over 30 clients
* Handled the range of clients entailing Karvy, Qualcomm, Deloitte, Prokarma, TATA BSS,ICFAI

**Jan’16-Sep’17 with TATA Teleservices Ltd., Hyderabad as Senior Manager**

*(Managed TATA Tele Portfolio comprising of Data, Voice, Services Solutions MPLS, ILL, PRI, SIP, Video Conferencing, Products/ Services Spanning across IT/ ITES, Corporate, Financial Sector and All the segments in the Industry)*

**Highlight**:

* Increased the enterprise sales by 50% within the span of 21 months with over 150 clients including key clients like TATA BSS, Camp Systems, Optival Health (Medplus), Sanzyme, Gati, Novartis, Icrisat and so on

**Dec’14-Jan’16 with Reliance Communications Ltd., Hyderabad as Senior Manager**

*(Administered marketing & sales of Rcom services Spanning across IT/ITES, Corporate, Govt. and all the segments in the Industry)*

**Highlights**:

* Developed and implemented relationship strategies to maximize chances of profitably securing strategically important new business worth INR 3 Crores within the span of 13 months with key clients like Qualcomm, LV Prasad Institute, AP Secretariat and Call Health
* Handled the range of products entailing ILL ,, MPLS , PRI, Video Conferencing IDC, IBM Soft Layer and Cloud Based Security Solutions

**Previous Experience**

**Dec’07-Dec’14 with SIEMENS Enterprise Communications Pvt. Ltd., Hyderabad as Senior Business Manager**

*(Regulated the marketing & sales comprising High-end Video Conferencing Networks, Infrastructure Products in Video Conferencing, Board/Training Room Integration, Voice (PBX), Data Products, Security Solutions, spanning across IT/ITES, Corporate, Financial Sector Govt. and all the segments in the industry)*

**Highlights**:

* Contributed significantly to Video Conferencing, AVSI / Board Room Solutions, Training Room Solutions, BYOD (EPDX), data products, security solutions revenues by effective upselling which significantly delivered 125% YoY growth
* Handled the key clients like PWC, TATA BSS, TATA Lockheed Martin, JDA Soft ,TNS ,Tech Mahindra, Dr. Reddy’s, GMR Airport

**Aug’03-Nov’07 with HCL Infosystems Limited, Hyderabad as Territory Manager**

*(Worked with partners like Polycom, Toshiba, Crestron, Infocus and Hitachi )*

**Highlights**:

* Key clients entails JNTU,OU, ICAR Institutions, CSIR Institutions, Nalsar University and APTS for Copiers and Printers, Projector, Video Conferencing, E-classroom Solutions and Trainings / Board Room Solutions

**Academic Details**

* MBA (Marketing) from Jawaharlal Nehru Technological University, Hyderabad in 2003
* B.Sc. (Chemistry) from Kakatiya University, Warangal in 1996

**Personal Details**

Date of Birth: 9th August, 1976

Languages Known: English, Telugu and Hindi

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