

**RAJEEV KRISHNAN - Country Manager - India**

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| Revenue Growth | Customer Engagement | Fortune 500 Accounts | Market Entry | Marketing | P&L | Strategic Planning & Execution | Pipeline Growth | Product Strategy | Business Operations | Negotiation |  | General Management| Sales Management | Product Management | | | |
| **Profile Summary**   * Visionary and Strategic Business Leader with **20+ years** of demonstrated success in managing local and international business operations, formulating winning strategic plans, growing revenue and profits through effective customer retention * With a unique strategic vision and singular drive for execution, my teams have delivered growth against industry and market obstacles. In high-stakes environments, we **outpace competitors using a customer-obsessed approach** * I enjoy working closely with Founders, CEOs, Boards, and Leadership teams to shape and execute a sound vision for growth through Innovative Strategies, Partnerships, Sales rigor and new Operational standards * Domain expertise entails: **Aerospace & Defense, Automotive, Telecommunication, Semiconductors, Academics & Research, Manufacturing & Engineering** * Achieved top-line worth **35 Million USD while managing** Sales, Business Development, Account Management, Technical Support , Services and Sales Operations * **Exhibited Thought Leadership** in delivering results through growth strategies, market creation and expansion, diverse digital & traditional **Go-To-Market (GTM) strategies** straddling product and service- based models * **Client-centric, multi-functional expert**: Capable of managing large number of key clientele & external stakeholders; successfully developed & delivered customized solutions / products to support complex business requirements * **Marked excellence in executing many prestigious business transformation projects** : Sales Force Implementation, Customer Portfolio Management, Transfer Pricing, India Direct, System Engineering, Calibration Facility and so on * Showcased commendable performance in bringing focus, stability and successful completion of many large business initiatives and resolving customer issues   **Work Experience**  **Since May’20 with Matific, Bengaluru as Vice President**  **Key Result Areas:**   * Leading India Team and achieving overall revenue budget for Matific’s core business across Education sector for B2B, B2C & B2G segments * Improving learning outcomes in Primary Education by driving Large Scale Foundational Numeracy Programs in association with Governments & Foundations * Formulating **annual business plan & sales strategies**, planning & forecasting business, and managing operations * Partnering with EdTech Providers in providing Integrated Foundational Literacy Numeracy Solutions * **Developing relationships with the Educational Solution Providers, Publishers, Edtech Companies** in order to expand Geographic coverage and Increase in sales * Designing successful **sales techniques & strategies** using customer and market feedback; * Work closely with Engineering & Business Leadership to define Product Strategy and Vision for India Market * Expanding business through effective Market segment strategies; identifying new streams for Long-term revenue growth – After School Market & Tutoring |  | **Academic Details**  **Post Graduate Certificate Program in Management (PGCPM)** from Indian Institute of Management, Kozhikode in 2004  **Bachelors in Mechanical Engineering** from National Institute of Technology, Calicut in 1999  **Personal Details**  **Languages Known:** English, Hindi, Malayalam, Tamil & French  **Address:** Bengaluru  **Date of Birth:** 21/01/1978 |
| **Previous Experience**  **Jul’18-Dec’19 with MTS Systems, Bengaluru as Country Manager - India**  **Highlights:**   * Created a Sales organization capable of achieving appropriate coverage in each region to meet Market penetration, Revenue targets and Customer Service consistent with Annual Operating Plan * Formulated & Executed **new business strategies** which led to an increase in Turnover & Profitability * Boosted revenue growth by over **40%** through Business expansion and significant Customer wins * Recognized by Executive Leadership team for accelerating Revenue growth in India * Credited for **winning Multi Million Test & Simulation Contracts** in different domains - **Automotive, Aerospace, Research & Development** * Led a team of **12** members and managed entire spectrum of sales & business development PAN India while achieving top-line of **15 Million USD** * Ensured Successful Delivery of Complex Platform Solutions through Effective Project Management and Stakeholder Communication * Generated & Expanded Opportunity Pipeline by **150%** through Pro-Active Prospecting & Consultative Selling * Successfully transitioned MTS India Business from a **100%** Indirect Model to a Direct and Indirect Sales Models * Collaborated with Global Services Leadership & Asia Leadership Teams; achieved appropriate Field Service coverage in the country by meeting the Technical Service & Support needs of the customers which further improved local service practices, processes and performance results   **May’01-Jul’18 with National Instruments, Bengaluru**  **Growth Path:**  May’01-Jul’03: Technical Sales Consultant  Aug’03-Apr’05: Sr. Technical Sales Consultant  May’05-Jul’08: Technical Sales Manager – India, South West Asia  Aug’08-Apr’12: Strategic Sales Manager – India, South West Asia  May’12-Jul’16: Country Head, Technical Sales – India, South West Asia  Aug’16-Jul’18: Regional Head, Technical Sales – India, South West Asia, MEA & Russia  **Highlights:**   * Managed a Multi-function, Multi-site Sales & Service team across India/SWA, MEA & Russia owning **30%** of the region’s overall revenue; Achieved consecutive Quarters of Growth & Quota Attainment * Consistently grew revenue **20%+ Year over Year;** Closed many large deals for **Test, Measurement & Control Systems** * Won & Executed complex projects in **Automotive, Aerospace & Defense, Telecommunication, Semiconductor & Energy sectors**, **Academic & Research** contributing to double digit revenue growth * Defined business requirements and managed build efforts of various Test, Measurement and Embedded Systems through Internal Resources, Consultants and third party resources. * As a part of Organizational restructuring, Formulated & Implemented **Sales Channel Strategy** in IndRAA & EMEIA regions to improve sales volumes of Medium & Small customers * Recognized with prestigious ‘**Circle of Excellence Award’** for consistently achieving & exceeding Revenue Targets * Created Centers of Excellence in Academic Institutes for teaching NI Technology * Conceptualized & implemented **Technology Incubation Program** for helping SME’s, Start-Ups & Entrepreneurs * Developed a network of partners for addressing specific Applications & as well as diverse Industries * Collaborated on Product Development, Pricing and Profitability Analysis   **Aug’99-May’01 with Saint Gobain Performance Plastics, Bengaluru as Product Engineer**  **Highlights:**   * Identified & Developed Strategic alliances, Key accounts and Channel partners in South & Western India in **Automotive, Industrial & Construction industries**; launched several new products at PAN India level in close coordination with Saint-Gobain’s Global Team  |  | | --- | |  | | | |