SOUMAVA AICH  
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***Seeking senior level assignments in Sales, Business Development & Operational Management***

Professional in managing & leading **PAN India Sales & Business Development, Pre-Sales, Corporate Planning & Strategy, Alliances, Bid Management** & heading Strategic Business Units with **P&L accountability, sales budgeting** with an objective to improve market share and customer satisfaction. **30 years** of professional experience in domains across **IT Software/SaaS Solution, Smart Urban Infrastructure, Public Transportation, Security & Surveillance.** Building High Performance **Enterprise Technology Sales team** and extending business in New & Challenging territories through strategic alliances and channel partnerships in **India,** **South East Asia, Europe & Middle Eastern** markets. Adept in managing national & international **business operations** with **Central & Local Governments, Municipalities, PSUs, ICT, Manufacturing, Utilities, Engg. Consultants, EPCs, BFSI, Education & Corporate** accounts with focus on **top-line & bottom-line performance**

Enterprise Technology Solutions Sales ~ Strategic Planning ~ P&L Management~ New Products Launch ~ Region Supervision ~ New Market Development ~ Channel & Franchisee Development~Annual Budgeting

Contract & Bid Management ~ Strong networking in the market ~ Social Media Marketing ~ SAAS Solutions

**Employment Highlights:**

**Jul’ 19 onwards Business Technology Consultant & Advisor for 'Govt. & PSU Business'**

* Engaged with **Cavisson Systems** as **Associate Director Sales** forCustomer Success Programs to drive adoption, executive alignment, account portfolio planning, expansion.
  + Business/Pipeline Development, conducting regular Technology lead with Client, providing Consulting on application performance testing, monitoring, and diagnostics **SaaS** software applications and professional services. Generating 10 Mn USD of Validated Pipeline for Cavisson.
  + Strategic Alliance and Channels Partnerships, developing revenue-sharing model, Contracting, MOU, Joint Marketing Event etc.
  + Leading an Inside Sales team for US clients.
  + Foray existing Application development team for large RFP and RFI.
* Guiding different organizations/startups in establishing the business in new Regions & helping team achievement of Revenue & GTM strategies across IT Solutions & Services offerings, Software applications, Adaptive Traffic Control system, Traffic Management & Enforcement Solutions (Speed Radars, ANPR, RLVD Cameras etc.) & Integrated Control Centre, Smart Mobility Solutions, Electronic Toll Collections Systems, Biometric Cards, IOT & AI Technologies.

**Jan’19 – Jun’19 Idemia as Deputy General Manager**

* Targeted business revenue of **INR 50 Crores** through a strong pipeline in Road Safety Mesta fusion Speed Radar solutions along with ANPR & RLVD Camera, Command Control Centers in India.
* Strategic alliance with SI organizations, ICTs, OEMs, channels to bid and execute in Police Road Safety and Smart City projects in different states.
* Cemented strong relationships with CXO level key stakeholders like Secretaries, Directors and Commissioners in the Ministries & C level executives in Transportation/Smart City markets.
* Focus on strategic initiatives in central and different state level Police departments for Road Safety.
* Part of the Corporate Business Development and Strategy team to outline the P&L.

**Dec’15 – Jan’19 Business Technology Consultant & Advisor 'Govt. & PSU Business'**

* Guiding in establishing the business in new Regions & helping team achievement of Revenue & GTM targets across IT SI Solutions & Services offerings, Software applications, City Bus Systems, Smart City, Common Mobility, Biometric Cards, M2M & AI Technologies.
* Responsible for implementing sales strategies, business planning and Alliances
* Helping in decision making and team guidance
* Finding off new business areas in terms of latest technology solution business
* Program Inception, Strategic Road map & Delivery Strategy
* Transaction Advisory, Commercial Structuring/Developmental Finance
* Delivery & P&L management, Project budgeting & Financial Management
* Partnerships & Alliances - Eco-System Development, Supply Chain Management, Capacity Building
* Stakeholder Management & Communications

**Apr’15 – Nov’15 Delhi Integrated Multimodal Transit Systems Ltd. (DIMTS), New Delhi as Vice President – Business Development**

* Achieving business revenue through a strong pipeline in intelligent transportation solutions comprising of AVLS, AFCS, Intelligent Signaling Systems like CCTV, PIS, Engg. Solutions, Mobile applications, Mobility and transportation plans, transaction advisory services, common mobility smart cards, Fuel consumption IOTs etc. in India & international locations like UK, Europe & Middle East. Out of the annual business revenue, **SaaS** sales revenue is in the tune of 1.5 MN USD in international locations.
* Strategic alliance with SI organizations, OEMs, vendor channels & transportation agencies to bid and execute in smart transportation in e-Governance and Smart City/AMRUT projects in different states.
* Cemented strong relationships with CXO level key stakeholders like Secretaries, Directors, Commissioners in the Ministries, Local Govt. & C level executives in Transportation/Infrastructure/Construction/Smart City markets.
* Focus on strategic initiatives in central and different state level for ITS solutions in Smart Cities Mission, Intelligent Transportation Procurement models, transportation in e-Governance projects, Mobility Cloud initiatives etc.

**Oct’10 – Apr’15 Trimble Navigation India Pvt. Ltd., New Delhi as Regional Sales Director – India & SARC Region – Software Solutions**

* Achieved Business revenue of **USD 5 Million** last FY from scratch in four years for Trimble Road & Rail Route Planning & Energy Software Solutions in my Region. Yearly Carrying a Quota of 30% increase in revenue and achieved 100% YOY. For last two year engaged in new Australia, SE Asia markets with **SaaS** business revenue of 2 MN USD.
* Total P& L Responsibility with business through individual enterprise sales primarily in Road, Rail & Power Infrastructure market. Partnerships with SI OEMs& infrastructure & power design consultants.
* Creation of new Channels in the whole region, Channel engagement, value proposition for channels, strategic alliance with partners and management for growth in new markets.
* Cemented strong relationships with CXO level key stakeholders like Secretaries, Directors, General Managers in the Ministries, NHAI, RVNL, NTPC, NHPC, REC, Consultants etc.in Utilities/Infrastructure/Construction/E-governance markets for South Asian Region.
* Executive level presentations in national level seminars, road shows, Board meetings etc. in Geospatial Forums, Infrastructure forums, Trade Commissions of Australia, Victoria, Queensland and other related country high commissions.
* Management of Projects of Govt., Multi-Lateral and Bi Lateral Agencies like World Bank, ADB, USAID, DIFID, JICA etc.
* Innovative Marketing strategies & campaigns to increase branding, reach as per the annual business plan.

**Oct’07 – Oct’10 Rolta India Ltd., New Delhi as Asst. Vice President – Sales**

* Achieved Business revenue of **INR 45 Crores** (against a quota of INR 50 Crores) from Geospatial / ERP / E-Governance and Plant design solution sales from Northern Region. Regional revenue growth from INR 32 Crores to INR 45 Crores in three years.
* Individual Contributor of 40% of the quota and lead a regional team management of sales managers and their team. Partnerships with SI OEMs, vendors, Consultants for engagement in R-APDRP, National GIS and e-Governance projects.
* Strong relationships with CXO level key stakeholders like Secretaries, Directors, Urban Commissioners, Municipal Commissioners in the Ministries, Urban, State level Municipalities, Central & State Govt. departments& CXO level executives in Engineering consultants, Process & Power Plant Owners.
* Executive level presentations & demonstrations in national level seminars, company road shows, Board meetings etc. in Geospatial Forums, NASSCOM, NRSA, State Geo Planning authorities etc.
* Management of GIS Projects of Govt., Multi-Lateral and Bi Lateral Agencies like World Bank, ADB, USAID,DIFID,JICA etc.
* Handled project co-ordination with the local and the HO technical/production team for smooth project execution.

**Nov’05 – Sep’07 Bentley Systems India Pvt. Ltd., Kolkata as Regional Sales Director Software vertical**

* Successfully achieved 2006 Annual Business Revenue of **INR 3.5 Crores** along with other Bentley Vertical software sales of **INR 1 Crore** from Eastern Region fully in **SaaS** model.
* Adept in positioning Bentley’s Structural products in the market keeping the volume of **STAAD.Pro** business at a consistent level the whole of India-East/India-West and SAARC countries for the AEC (Architecture, Engineering and Construction) market.
* Deputed to Pune and handled the Western Region sales operations for both software and digital media solutions.

**Oct'02 – Nov’05 Research Engineers Limited, Kolkata as Deputy General Manager - Sales of Digital Print Media & Software division.** This organization got globally acquired by Bentley Systems in 17th Nov 2005**As**

* Managed the Eastern Regional Digital Printing Media &Software sales team and achieved business growth from **INR 55L to INR 2.25 Crores** in three years surpassing the target expectations.
* Pivotal in managing national level marketing relationship with Northern & Western Regional Corporate & Channel development.
* Organized techno-marketing presentations/seminars along with channel partners for consultants, architects and governmental clients.
* Efficiently provided Structural Engineering Software and customized solutions on **STAAD.Pro and other modules, LARSA, AutoCIVIL, ADLPIPE**, etc. directly and through channel. Responsible for Digital Media & printing solutions of the organization through channel partnership.
* Had the distinction of streamlining the logistics, printing and distribution of all products to S. E. Asia to curb software piracy.

Handled a **subsidiary company of REL** along with the above job profile as given above

**Apr’03 – Mar’05 Netguru Informatics Pvt. Limited (NGIL), Kolkata as Business Head**

* Played a key role in achieving the annual business growth of the company from **INR 10 - 35 million** in two years from the Eastern Region, Nepal, Bhutan & Bangladesh.
* Mentored team comprising of 35 people for achieving their targets of System Integration & ITES business.
* Demonstrated excellence in managing different OEMs like CISCO, 3COM, ACER COMPAQ, HP, DLINK vendors for SPCs and credits related to different client orders.

**Dec'00-Oct'02 Global Tele-Systems Ltd., Kolkata as Business Manager (East)**

**Apr'02 - Oct.'02** Shifted to **Dhaka** to set up an ISP as which was a joint venture of Global Tele-Systems Limited

and Bangladeshi telecom co.

* Efficiently initialized & set up the ISP at **Bangladesh** for enterprise solutions on data & banking software solutions. Business generation of INR 15 million in a quarter from the enterprise market of Bangladesh with a team of 3 Consultants.
* Successfully provided On-line Enterprise Banking Solutions (of I-FLEX, Bangalore), Fiber Optic & RF Data Communication, VPN and Internet Bandwidth to different clients and Banks in Bangladesh.
* Handled business planning for the forthcoming Data Center project at Calcutta

**Dec’00-Mar’02**

* Achieved annual business growth from INR 20 - 30 million in 2years from the Eastern Region with a total team of 4 Consultants
* Efficiently provided Enterprise Telecom Infrastructure solutions i.e. VPN solutions under Frame Relay and IP backbone, Co-allocation of servers, Data Centers, Corporate mailing solutions both Email and E-Fax and network infrastructure backup with Internet Bandwidth both Contented and Un-contented.

**Previous Experience**

**Apr’96 – Dec’00 Group 4 Securitas (Systems) Limited, Kolkata as Regional Manager (East)** managing regional & branch operations of two locations. YOY increase of 35% growth in revenue for Automatic Fire Alarm and Fire Protection (Hydrant) Systems, Access Control Systems, Security Systems such as CCTV, Intruder Alarm, Perimeter Protection and Automated Building Management Systems.

**Nov'94 - Apr'96 Philips Telecommunications Limited, Kolkata as Assistant Manager (Marketing)** and handled direct& channel sales and marketing of VHF / UHF Wireless Sets and Trunking Solutions.

**Dec'91 - Nov'94 ABB Limited, Kolkata as Marketing Engineer** in Power Communication Group and handled sales and marketing of PLCC Equipment, Transducers, SCADA Network Control Systems.

**Jul'89 - Nov'91 NIIT Limited, Kolkata as Business Executive** in Software Products Division and handled direct sales and marketing of their Enterprise SYBASE RDBMS and other front-end tools for both PC and UNIX platforms.



**Trainings Attended**

* Plant Design solutions/Geospatial solutions/CAD solutions/Positioning
* VHF/UHF/TETRA Radio Communication and Trunking Solutions.
* E-Governance solutions, ERP & Business Intelligence
* Team Accelerator –3P, Six Sigma, Advanced team management skills
* Sales force user & implementation

**Seminars Attended**

* Smart City, E-governance, Geospatial India, NLRMP, State Govt., TETRA, CII Meets, Geospatial meets, Austrade, Victoria State Trade engagements etc.

**Academic Highlights**

* Post Graduate Diploma in International Software Development (Software Development)from Osmania University in 1999 and secured **85% marks**
* BE (Electrical) from Jadavpur University in 1989 and secured **70.32% marks, 21st in the department**
* Higher Secondary from West Bengal Board in 1985 and secured **79.8% marks, 94th rank in state.**
* Secondary from West Bengal Board in 1983 and secured **81% marks, 63rd rank in state.**

**Personal Details**

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