**VIKAS KRISHNAMACHARI**

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*~ Business Development ~ Digital Customer Engagement ~ Revenue Generation ~ Growth Marketing*

**SUMMARY**

* Dynamic result-driven and accomplished sales professional with over 19 years of experience in sales and marketing area, devising strategies to generate new business within telecommunication, FMCG and electronic products
* Hands-on experience in the areas of Sales and Marketing, Revenue Generation, Sales Strategies, Team Leadership, Operations Management, Client Relationship and Client Retention
* Proven track record of devising and implementing marketing and sales strategies / techniques and lead generation thus increasing customer base and exceeding sales goals as well as streamlining operations, invigorating businesses, heightening productivity and implementing digital engagement platforms
* Proficient in all facets of business management including: sales, marketing, operations, training, inventory management, and vendor management for delivering business growth
* Adroitly generating business by designing market propositions based on changing customer usage trends and competition moves and deliver superior client service
* Articulate communicator with an exceptional relationship management skills and ability to relate to people at any level of business and management
* Experienced in monitoring strategies to enlarge the core market base of the company based on research data while conceptualizing, planning and implementing processes to drive business growth
* Proficient in MS Office applications such as Word, Excel, PowerPoint and Internet applications

**SKILL SET**

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| --- | --- | --- |
| * Sales & Business Development * Strategic & Market Planning * Key Account Management * Marketing Campaigns * Team Leadership & Management * Business Analysis | * Sales & Business Operations * Marketing Strategy Planning * Market Research & Analysis * Relationship Management * Client Relationship Management * Trend And Competitor Analysis | * Digital Customer Engagement * Product Management * Retail Operations * Revenue Generation * Channel Management * People Management |

**EXPERIENCE**

**Bharti Airtel Limited Aug 2015 – Present**

National Head, Customer Life Cycle Management

* Accountable for the revenue generation, building customer base, retaining customers for Home Broadband products
* Conceptualize and implement programs and products for ensuring customer loyalty in the light of intense competition
* Suggest and implement innovative methods to reach customers by designing customer journeys on digital platform
* Tap opportunities for increasing revenue by way of event based selling and innovative propositions
* Efficiently increase demand in the market by implementing consumer loyalty programs/ strategies to improve the product awareness in markets
* Understand and analyze the potentials of a customer and accordingly charting out a deal to benefit both the customer and organization
* Establish financially strong and reliable channel partners for deeper market penetration while providing training & direction to channel partners for ensuring quality performance

**Earlier Career Snapshots**

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| --- | --- | --- |
| **Organization** | **Designation** | **Duration** |
| Tata Teleservices Limited | Business Head | Sept 2014 – Jul 2015 |
| Postpaid Marketing Head | Sept 2011 – Aug 2014 |
| Sales Operations Head | Apr 2010 – Aug 2011 |
| Hewlett Packard India Sales Pvt. Ltd | Regional Sales Manager | Nov 2007 – Apr 2010 |
| Bharti Airtel Ltd. (Broadband and Telephone Services) | Zonal Manager, Operations | Jan 2007 – Nov 2007 |
| Segment Manager, SME Customer Segment | July 2006 – Dec 2006 |
| Deputy Manager, Market and Revenue Planning | July 2005 – June 2006 |
| Sales Manager | Nov 2003 – June 2005 |
| Wipro Consumer Care and Lighting | Area Sales Manager, Lighting | May 2003 – Nov 2003 |
| Product Manager, CFLs and Accessories | Apr 2002 – Apr 2003 |
| Senior Marketing Executive (Management Trainee) | Jun 2001 – Mar 2002 |

**ACHIEVEMENTS**

**@ Bharti Airtel Limited**

* Achieved award for effectively implementing programs to improve existing customer experience
* Received recognition for effectively contributing to revenue growth of Home Broadband business
* Got award for highest growth in new customer additions in the country for FY 2017

**@ Tata Teleservices Limited**

* Achieved award for Best Innovation in-store branding
* Received numerous awards such as Best Postpaid Circle Award for FY 2013-14, Achievers Club Award for exceeding AOP target for 2012-13, and Achievers Club award for an outstanding performance in 2011-12
* Played pivotal role to increase revenue from INR 1 crore to INR 5 crore in 24 months times by introducing the right products, right communication and distribution reach
* Successfully gained number one position for postpaid business within TATA DOCOMO

**@ Hewlett Packard India Sales Private Limited**

* Played a stellar role to increase HP’s Notebook market share for two consecutive quarters in 2009-10
* Involved in increasing distribution width by increasing Tier 3 partners strength

**EDUCATION**

* Post-Graduate Diploma in Business Administration in Marketing from KJ Somaiya Institute of Management, Mumbai, India (2001)
* Bachelor of Arts Honors in Economics from Delhi University, India (1996)

**Training**

* Digital Marketing for Business growth from Indian Institute of Management, Bangalore (Self-sponsored 5 days residential program)
* Advanced Leadership Skills Program from Tata Management Training Center (Company sponsored 5 days residential program)
* Creative Marketing Program from Indian Institute of Management, Bangalore (Self-sponsored 3 days residential program)