

PAVAN SRINIVASAN

#37/38 "Rajam" off Khadi Layout
Vivekananda Nagar, BSK 3rd stage, Date of
Birth: 25th May 1983
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Karnataka, India

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EDUCATION

2010 Institute Of Finance & International Management, Bangalore, India
Post Graduate in Diploma Management, Marketing and Finance
2006 RNS Institute of Technology, Bangalore, India
B.E in Electronics and Communication Engineering

WORK EXPERIENCE

August'13 – Present – Tech Mahindra

Marketing, Device Testing Practice

- Responding to RFP', RFQ and proposal handling
- Competitor Analysis
- Analyst Relations
- CRM Database Management, for Board Updates
- Event: Planning and execution of Global Marketing initiatives. Planning, management and execution
- Account Management -
- Responsible to collect market data and transform to timely leadership update.
- Online marketing – website, social media marketing
- Customer relationship management through Account Based Marketing activities, Newsletters and Testimonials
- Analyst Relationship positioning in various vendor rating reports – Gartner, IDC, Forrester, NelsonHall and Ovum.

April '12- July'13: Manager Marketing and Business Development, Mymo Wireless Technology Pvt Ltd, Bangalore

- A telecom technology "Start-up" experience
- Sales, Consultative Selling and Business Development of Intellectual Property of LTE C code (source and object form)
 - Converted a prospect SRI International (US)
 - Business Development RMA (US)
 - Consultative Selling Siemens (Austria)

- Pre-Sales
 - Quotes
 - Market Analysis
 - Go-to-market Strategies
 - Business Plan and Account Plans
- Strategic technology partnership and structuring the go-to-market agreement
 - Wipro - Femto Solution on SCBP TI6618 – L1 from Mymo/ L2&L3 from Wipro
 - CEVA - Demonstrating UE on XC323, eNB on XC4000
 - Global Edge Soft – VoLTE integration on Mymo UE on BSC9131
- Marketing
 - Logo redesign, Brochure and white papers content development to proof reading
- Digital Marketing –
 - Website redesign, SEO engaging an external multimedia content distributor
 - Analytics – Track the number of visitors to our website
 - Add words – to increase the website visibility inorganically
- Business Plan Development - Building product road map for the current financial year
- Formulating licensing costs
 - Technology License
 - Development License
 - Demonstration License
 - Sub-license (under special business case considerations)
- Channel Management – Training, Sales Strategy Planning and Retention programs across Asia, Europe and America
 - T2M
 - Cross Boarder Technologies
 - NeST Group
 - CCWW
- Event planning, execution and participation – Mobile World Congress 2013 Barcelona Spain,
- Actively participated in Investor Pitch and presentation preparation

Aug '11 – March '12 Freelance Marketing Consultant, Bangalore, India

Alma Mater – Online merchandising store

- Increased the inquiry conversions and implement check points to carry out flawless sales cycle
- MIS reports implemented
 - This resulted in increase of revenue by 30 % (Monthly billing went up from INR 700,000/- to INR 10,00,000/-)
- Established a communication channel between the logistics, sales team and the vendor
- Business cycle reduced from 8 working days to 6 working days
- Final Result – Created a team of four individuals who could handle the complete sale cycle effectively

Apr '10 - Aug '11: Financial Analyst, Northern Trust, Bangalore, India

- Reporting client investments across mutual funds and bonds as a team member of Client Servicing Team (CST)
- Migrating end-to-end operations of a designated product wholly to India from the Company Head Quarters in USA
- Reduced the turnaround time to resolve the product related issue by 70 % (A market value related query would initially take 10 days for an answer, after migration this reduced to 3 days)
- Responsible for initiating changes to existing client delivery model –I was able to optimize the process and implement changes in client reporting so as to make them concise, accurate and punctual. Received an appreciation letter from the Vice President of Client Operations for my effort
- Regarded as the only Financial Analyst in the team to train another Analyst in the team, a role typically handled by my seniors.
- Apr '07-Apr '08: Business Development Executive, Precision Infomatics Pvt Ltd, Bangalore, India
- Understood Principal - channel partner sales oriented company and the industry-sector wise division
- Handled high pressure situations – Penetrating into competitor account with strategic partnerships, price clearances and meeting delivery deadlines
- Worked with clients from different industry verticals Retail, Infrastructure development, Manufacturing, Education Institute, turnkey construction projects
- Understand Supply Chain Management from close interactions with the delivery teams
- Achieved 85 % of my targets in the third quarter across all quarters and different companies across verticals (INR 3,40,00,000/- was achieved out of 4,00,00,000/-)
- Generated business from new accounts. This got me the responsibility of driving numbers (Product Champion) for Work Stations across different teams in our organisation.
- Sep '06- Mar '07 Diacore (Mincore Systems Pvt Ltd)
- I started my carrier as a sales trainee, dealing with the products catering to the stone processing industry
- Got an overall preview of basic operations of a sales oriented organisation, back end (principals) and front end (customer)
- Got heads up training on material management, logistics, transportation costing and forecast
- Was part of a five member team which ventured into turnkey projects catering to the iron ore industry (setting up ore beneficiation plants next to already existing crushing units) – Project Management.

ACHIEVEMENTS

- Achieving Marketing effectiveness by saving 45% of the allocated budget for an event (MWC – 2013) Cost incurred: Eur 2880, Budget Allocated: Eur 5000. Scope involved – stall design, installation, furniture, displays brochure design, print and logistics
- Have two poker local tournament titles against my name

- Reliable performer – Northern Trust, after migrating the process to India and showing its effectiveness immediately
- Recognized for my work in general sales and got appreciated as a product category champion for a product class known as “workstations”. Responsible for carrying sales numbers for my entire team, MIS reports were sent to the management and the principal (HP) every fortnight
- Handled cultural and technical events during my tenure as a graduate student in RNSIT. Organizing these events included co-ordination among many volunteers and financial planning. The events would cater to 300 to 400 participants
- Successfully lead a team which conducted a three day national level inter-collegiate cultural festival at RNSIT (PANTHEON '04)
- Have represented my college in various state level basketball tournaments and have been a part of a team which was two time university champions. Was responsible for planning and co-ordination for several of these events.

SKILLS

- Have a technology start-up experience – exposure to all the business functions
- Strong intuition and background in marketing, financial analysis and Supply chain management -
- Strong technical background attributed to B.E. in Electronics and Communication
- Analyze client's needs and plan appropriate course of action to yield desired result and comply with client's budgets - this would be a direct attribute to my analytical thinking
- Custodian bank experience as a financial client facing analyst, has polished my skills in strategizing a client's deliverable
- Excellent presentation skills that were honed during the PGDM course that included
- Presenting at International Conferences held at our business-school,
- Conducting soft-skill training sessions to the 1st Year Students
- I am comfortable working with, Microsoft office suite – Excel, Word, PowerPoint, etc and Operating system – Microsoft Windows (XP, Vista)
- Managed Poker games/ tournaments in the local card room – www.high5poker.in
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Spoken Languages:

- English, Hindi, Kannada and Tamil

References:

- Available upon request