

CURRICULUM VITAE

RAVINDER DEEKONDA



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"Senior Professional with 22 Years of Work Experience in Sales, Business Development & Operations, mostly in Telecom Industry"

SNAPSHOT OF PROFILE

- BD EXPERIENCE** in many Industries like **TELECOM, RECRUITMENT, EDUCATION, CONSUMER DURABLES, ITES & BPO**
- Worked in many Markets** like **AP, ORISSA, CHHATTISGARH, JHARKHAND, MUMBAI, PUNE, AHMEDABAD & SURAT**
- Science Graduate. Did a week-long CERTIFICATE PROGRAM on GENERAL MANAGEMENT in IIM – A, Sponsored by Airtel**
- Aged 45 Yrs & Currently Staying in Pune**

SNAPSHOT OF TOTAL WORK EXPERIENCE

No. of Yrs.	Designation	Job Profile	Company	Location	Type of Business	Promotions/ Recognitions
Jan'14 Till Date	Director – Business Development	Build new Clientele Base and Generate Business	IT Consulting & Recruitments Company	Pune	Recruitments & Software Solns.	
2.9 Apr'11- Dec'13	GM – Business Development & Operations	BD of IT Training & Operations of BPO Divisions	Magnus Academy & Corporate Services	Pune	IT Training & BPO/KPO Business	
1.0 May'09- Mar'10	GM – Sales & Distribution	GSM Telecom Operations in Jharkhand State	S Tel (P) Ltd	Ranchi, Jharkhand	Telecom	
2.2 Feb'07- Apr'09	DGM – Sales, Distribution & Cluster Operations	GSM & CDMA Mobile Business of South Orissa Cluster	Reliance Communications Ltd- RCom	Berhampur, Orissa	Telecom	
1.1 Jan'01- Feb'07	Project Head – Client Services	Retail Sales for NOKIA Handsets in Western India of 5 States	GTC Services India Ltd, Delhi	Mumbai	Client Services Management	
1.4 Sept'04- Dec'05	Business Head	Business Operations of Chhattisgarh State	Bharti Tele-Ventures Ltd. (Wireline & Broadband) – Airtel	Raipur	Telecom	Once; Did a 1 week program on General Mgmt. in IIM - A
2.5 Apr'02- Aug'04	Operations Manager	Branch Operations & Channel Development	Vodafone Essar Ltd.	Tirupati & Vijayawada	Telecom	Once
4.8 Aug'96- Mar'01	Deputy Manager	Branch Head & Channel Sales	Bharti Enterprises Ltd. (GSM) – Airtel	Vizag & Hyderabad	Telecom	Twice
6.7 Feb'90- Aug'96	Sr. Sales Representative	Channel, Institutional & Retail Sales	Asian Paints (I) Ltd.	Hyderabad & Anantapur	Paints	Once

PROFILE SUMMARY

- ✚ **22 years of Experience in Sales, Marketing & Business Operations in which 14 years has been in Telecom Industry**
- ✚ **Result Oriented Performance in**
 - **Sales & Marketing** - Retail Sales, Channel Development, Business Generation, Local Promotions & Marcom
 - **Operations** – Branch/Zone, Cross-Functional Coordination, Service Delivery, Logistics of Operating Systems & General Administration
 - **People Management** – Mentoring, Coaching, Counseling, Team Building, Collective KRAs Achievement, **GALLUP Score of 4.69**
- ✚ **Strong in Functional as well as Operational Areas of Business Management**
- ✚ **Worked extensively in various markets** like Hyderabad, Mumbai, Chhattisgarh, Orissa, Pune, Vizag, Vijayawada & Upcountry of AP
- ✚ **Adept at handling a dynamic Startup Business as well as consolidation of an Established Business**
- ✚ Underwent a week-long **Program on General Management in IIM, Ahmadabad** in 2005
- ✚ **Enjoyed aggressive Career Growth** starting from 'Frontline' to 'Senior Management'
- ✚ **Experience of Business Development in various Industries** like Telecom, Recruitment, Education, ITES & Consumer Durables

PROFESSIONAL SKILLS

- ✚ **Business Operations** – State/Cluster/Regional level - High Volumes & Large Manpower, AOP & Sales Budgeting - P/L & Capex & Opex –Projections & Cost Realization, Revenue Generation - Forecast & Growth; Business Strategy - Planning & Implementation; Resources – Planning & Utilization; Database Management – MIS & Reports; Define & Design Processes in a Project Phase Operations as well as Refine & Enhance Processes in Established Business Operations; Profit Center Operations; Acquisition Cost Analysis & Loyalty Programs; Cross-Functional Co-ordination; Direct & Dotted Line Reporting; Co-ordination & Follow-up with Corporate Office for Operational Issues
- ✚ **Sales Management** – Channel Sales, Development & Management - Distribution, Retail, Direct, Institutional & Modern Trade; Corporate Sales & Client Relationship Management; ROI & Tracking of Health of Channel; Go To Market (GTM) Strategy & Implementation; Demand Projection & Generation; Local Promotions & Marcom; Target Setting, Execution & Achievement; FOS Handling, Market Learning, Micro Level Supervision, Periodical Performance Reviews, Designing Incentive Structures & Schemes; Competition Tracking & Market Share; Sales Training & Process Audit; MIS Reports & Analysis
- ✚ **Customer Service Delivery (CSD)** – Back-end Process Orientation to ensure SLAs; Strict Adherence to defined TATs; Resource Productivity through Skill Development; Enhancing Efficiency through constant Refining of Processes; Logistics of Process Flows & Adherence; Customer Centric Approach; Built 'WOW' factor at Customer Interface Points through Skill Development & Empowerment
- ✚ **People Management** – Strong Motivator, Mentor, Coach, Counseling; Focused on Reforming Weaknesses & Harnessing Strengths; Ensured 'At Par' Performance of Outsourced Personnel, Excellent Team Building leading to Enhanced Team Work; GALLUP Score of 4.69 in 2004-05 in Airtel; Always encouraged Collaborative Working Culture with a strong sense of Ownership of Results; Hand-Holding for Individual's Performance & Growth; Empowerment & Process Adherence defined the Working Culture of my Leadership

PERSONAL SKILLS

Low <Self Rating> High

✚ Proactive & Result Oriented Leadership					
✚ Clarity in Logistics of Operating Systems					
✚ Team Player & People Management					
✚ Integrity & Positive Attitude					
✚ Ability to Learn & Implement Creative Ideas					
✚ Conflict Resolution					
✚ Patience, Tolerance, Flexibility & Adaptability					
✚ Micro Level Observation & Supervision to the Minute Detailing					
✚ Customer Centricity & Service Delivery					
✚ Process Design, Enhancement & Adherence					
✚ Communication & Presentation Skills					
✚ General Administration					