

Career Snapshot

- A Sales professional with a total of 14+ years' is in Client Relationship, Business Development, and Key Account Management across assignments in the IT domain, primarily in an Individual Contributor Capacity.

-I continue to enjoy advising and collaborating with Enterprise Clients who possess innovative vision, strive for growth and long term sustainability. The body & connective tissue of "Customer Experience (CX)" at its core is understanding the psychology of the "Customer" be it internal, external or partner as part of value chain.

-In addition to Enterprise Customers, have also worked with SMB clients to plan, execute , gain value and maximize their return on investment in business solutions in multiple industries including manufacturing, retail & distribution, Healthcare and Telco.

-The foundation of my experience is the deep understanding of my customer's business & building trusted/strategic relationships. I have a passion to be an effective catalyst in aligning our offerings with my customer's business strategy & priorities to get the correct returns from investment. Designing the right solution (right mix of product, consulting, change management, implementation & sustenance)

-I have been mostly working with OEMs. I have equally considered partner / channels/ ecosystem as most important factor in my business success. Identifying right partner, Educating/Nurturing them and support them to build a sustainable and profitable business model to end customers has been my key pillar for success.

- Embraced a collaborative work ethic and a holistic approach to customer accounts rather than just a transaction based approach to design a solution framework to customers and build relationships – **"A trusted advisor to Customers"**

My Aspirations:

- To Develop, seed and nurture un-chartered domains/markets and career skill sets as I go along, break through new customers, enhance existing customer insights and relationships, develop new virgin markets, new products and enhance my networks. Learn on the go!

- Approach each new opportunity (career + Customer Account) with an open mind to adapt, learn, think out of the box - wherein utilizing and maximizing my past experience, knowledge and skills to provide timely and effective customer experiences, business solutions, and to achieve targets.

Skill Sets:

- New Business Development (Hunting)
- Key Relationship Management (Farming in Large Accounts)
- Key Account Management (Deep Dive)
- Territory Management
- Identifying key business partners, educating and recruiting for Business

Quick Reference Points:

Full name - S.Shashi Kiran

Qualification - BE in Mechanical Engineering, Full Time PGDMS in Sales and Marketing from SDM-IMD, Mysore.

Present/Desired Location – Bangalore/open to travel, being mobile.

Current Role/Assignment: Heading the Sales Function at farmNXT Inc., a flagship unified ERP Suite.

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Sales Experience: 14 years +

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CURRICULUM –VITAE

Objective:

To work in a growing organization and contribute to that growth in a positive way. To utilize my experience as a **Key Relationship & Trusted Advisor** to customers to further existing partnerships and forge new ones to increase my employer's **profitability and business**.

Work Experience

➤ **farmNXT Inc.**

➤ Designation: Sales Head – APAC/EMEA

➤ <http://farmnxt.com/team/shashi-kiran/>

April 21, 2015 - Current

- Head the Sales initiatives for the flagship ERP Suite – farmNXT (www.farmnxt.com) in a Individual contributor capacity.
- New Logo Sales Strategies for different Geo's across India/APAC/EMEA.
- Review the size and characteristics of markets, and assess the competitiveness.
- Current focus on winning new customers in current and new markets, market Strategy, Customer Retention and support for a SAAS/cloud hosted web and mobile platform (www.farmnxt.com)
- End to end Sales Role for the flagship ERP software farmNXT - (Identifying,Prospecting,product Demos to close)
- Devise and Institute and monitor systems for tracking Leads and Opportunities.
- Review/recommend/suggest pricing on regions depending on the value of the longevity of the customer, and the quantity of purchase
- Cold Calling/Hunting Role/identifying a co-cell model with key partners.
 - Farming for existing accounts for repeat business/finding upselling opportunities through the solution selling approach.
 - Face to Face product pitch/demos
 - Digital Marketing initiatives for the company/product on Twitter, social media – LinkedIn & Agri Forums et al
 - Devising pricing strategies in different markets with effective local “on the ground” partners (New) alignment/coordination.
 - New partner recruitment/education and seeding.(“Sell through partner model”) in different geographies
 - Articulating product development and customization objectives to the internal team as per market needs and customer feedback.

Customer Management

- Identify and manage a select group of high value/ high growth customers for the business across markets.
- Effectively manage business relationships with key customers to grow business

Market Strategy

- Identify markets to focus on based on market intelligence and the diversification.
- Review the size and characteristics of markets, and assess the competitiveness.
- Expand the customer base in current and new geographies.

Product Definition:

farmNXT™ is an advanced farm management software for progressive growers and breeders across the globe. It enable growers/breeders to optimize the use of inputs and labour, manage production, pest and disease risks effectively and enhance farm productivity up to 20%. farmNXT™ software has number of features and proprietary techniques to make farming simple and extremely profitable.

farmNXT™ caters to the following sectors:

- Greenhouse Cultivation
- Open Cultivation
- Urban farming
- Contract farming
- Hydroponics

farmNXT is a SaaS based offering on Cloud on a MRR business model.

- Just finished a successful trade expo (IFTEX 2016) at Oshwal Center in Kenya (Nairobi), showcased the offerings of farmNXT to customers.
- Next planned marketing events @ GFIA (Abu Dhabi).Europe and Iran Trade Expo.

Target verticals:

- Floriculture in protected cultivation
- Protected cultivation of vegetables
- Contract farming by Agri-processing Companies
- Corporate farming in large areas.
- Hydroponics
- Urban Farming

IFTEX Article link: <http://www.floraldaily.com/article/6012/More-growers-to-use-management-software>

Some of the new Customer Logos Acquired:

India:





Tanzania – East Africa



- Elvin Agri is using farmnxt for their multi crop farming.

Nigeria Initiative:

- Tied up with a Technology business partner company with significant contacts within the Nigerian Agriculture Industry to expand the market for farmNXT for contract farming.
- MOU has been signed for farmNXT
- Exclusive rights for 2 years for farmNXT
- Currently evaluating for establishing the Nigerian market for Poultry farming.

Harare/Zimbabwe:



- Tobacco Research Board (TRB) serves as the “focal board” for tobacco research and development in Zimbabwe.
- TRB works with key partners in Zimbabwe and other countries as it chooses to develop and provide elite varieties and innovative agro-based technical services and products in order to maximize economic value from sustainable tobacco production.

- They have signed up with farmnxt for enhancing its operational planning and efficiency in tobacco research activities through greater use of computer based technologies and software
- Post this pilot and deployment - will further use TRB references and connects to expand into Zimbabwe markets.



- Urban Farmers AG is signed up for their farming operations in Europe and in the US.
- Requirement gathering steps to follow for their other new Dutch projects.



- Urban Crops is a Belgium based company on farmNXT systems for their farming operations in Europe

- **Oracle Corporation, Bangalore**

Designation: Territory Sales Manager (Technology License Domestic Sales)

October 29th, 2009 - August 28th 2014.

- Territory Sales Manager(end to end) license sales role at Oracle Corporation in Bangalore selling the Oracle's Technology Product Stack & Security Solutions into Commercial Accounts/SMB as well as Named Accounts— Large Accounts and PSU's).

- Farming for large accounts for repeat business/finding upselling opportunities through the solution selling approach.

- Hunting for new business/platform - competition

Key Responsibilities:

- Focus on the top / identified Strategic Accounts & to drive wallet share for Oracle Enterprise Technology products and building and maintaining key strategic partnership with customers.
- Aggressively develop the business by increasing market share through constant pipeline build up with existing and new accounts.
- Strengthen the existing business (farming) through regular customer reviews to identify and conclude net new sales upsell business opportunities.

- Primarily responsible for driving market share for Oracle Technology products and building and maintaining key strategic partnership with customers.
- Ability to understand and articulate security challenges and solutions that deal with the latest security threats.
- Generate enterprise sales opportunities by identifying appropriate business targets, securing high-level appointments, executing a strategic sales process, and managing the prospect to close.

Managing the sales cycle from lead to close:

- Prospecting, hierarchy mapping & pain areas/key concerns, Specific IT plans.
- Develop an extensive knowledge base of the industry, including key players and their current application and technology footprint, buying process, compelling events, political environment and strategies.
- Organizing demonstrations with pre-sales
- Proposal drafting, quotations
- Negotiation
- Closing, ensuring that all terms and conditions of contract are defined and respect the defined standards
- Activity and opportunity follow-up/reporting
- Work closely with the different teams in Corporate and Locally (Management, marketing, pre-sales)... to build and execute the territory strategy.
- Working with complex accounts including calls on key decision makers (VP and above) and all of the other technical and business influencers as required.
- Running a sales territory, including forecasting, quota attainment, sales presentations, short term, midterm, long term opportunity management

Key Accounts handled (Pan India):

- Aditya Birla Group & Entities,
- PSU's – BPCL, IOCL & HPCL
- Mahindra & Mahindra Group/Entities,
- Piramal Group Entities,
- Atos Origin,
- Capgemini,
- Emerson
- Indian Hotels Company
- Jet Airways
- Larsen & Toubro Group & Entities
- Lafarge, Leela Group, etc. to name a few.

IBM India Private Limited, Bangalore

Software Group

Designation: Rational Software Brand Sales Specialist – White Space Accounts

Domestic Markets – Karnataka/Kerala/ and West States (SMB/Mid Markets)

March 4th 2009 – October 16th 2009

- Responsible for handling territory, Identify leads, requirement gathering, proposal preparation, negotiation to deal closure.
- Managing relationships with customers to achieve repeat / referral business and increased high volume sales and revenue growth with multiple large & medium accounts.
- Understand the software development process, key pain areas in terms of Productivity and reduce Defects, Cost & Time in the software development process.

Key Responsibilities:

- **End to End License Sales and Business Development activities** for the IBM's Rational Software Product line in Domestic Markets in India – **Whitespace/Net Accounts(SMB/Midmarket)**
- Communicating, Positioning and Relationship Building with prospects and customers and working with **Business Partners** and extended sales Teams within IBM's Rational Tech Team and Telelogic Team.
- Thoroughly prospect, qualify all sales opportunities; close and process orders.
- Document all activity in the Siebel database with the correct sales stages for accurate forecasting.
- Provide high level customer satisfaction and own overall accountability for business growth within account base.

Accounts handled (Pan India):

- Clinaxon Technologies
- Sigtech Wireless technologies pvt Limited
- KMG InfoTech Private Limited
- Stericsson
- Emerson Design Engineering Center
- Connectiva Systems
- Netweb Software
- Softbridge Solutions
- Exilant Technologies
- Sarfinity Consulting (Pvt) Ltd,
- Glostream Inc
- Fundtech
- Sunguard Software
- Acute Informatics
- Kalyani Infotech, etc to name a few.

- **Innoversant Solutions Pvt Ltd, Bangalore**
Designation: Business Development
August 1st 2008 – January 31st 2009.

Role Description:

- Business Development activities like Marketing, sales, tele calling, field visits, email campaigns, support etc. in the Domestic market space for technology solutions/project consulting.
- Communicating and Relationship Building with prospects and customers.
- Use of Telephone, Internet, email and Field Visits to maintain and nurture the customer base.
- Develop marketing material like documents, presentations, reports, analysis, charts etc.

- **Oracle Corporation, Bangalore**
Designation: Principal Business Development Consultant
January 13th, 2003 – 26th July 2008.

Position Summary:

Responsible for selling **Oracle's Technology Stack of products** for the purpose of building new business and maintaining/renewing existing customers.

This is a **Sales Account Manager (License Sales Role)** at Oracle Corporation in Bangalore selling the Oracle's Technology Product Stack comprising the **Database, Data warehouse, Database Technology Options, Fusion Middleware Products and SOA, Business Intelligence Suite, Identity Management Products and Solutions, Content Management, CRM/Applications Products to Small, Medium and Enterprise level customers in the revenue band of USD 10 to 700 million and above companies** across different verticals.

Key Responsibilities:

- First Level customer interaction for Oracle Technology Stack of Products.
- Responsible for professionally representing Oracle Corporation and selling its Technology Products.
- Part of the Core Technology Business Development/License Sales Team.
- Involved in Expanding Oracle's Technology footprint in the Net New space in the Enterprise, Small and Medium Business Space through extensive cold calling/farming.
- The focus of this position is to acquire new accounts and/or sell new products into existing accounts.
- Sales Methodology constituted: Assessment and Qualification, Discovery, Solution Development, Solution Presentation, Resolution and Close.
- Engaging and Interacting with ' C ' Level Executives, CIO, CTO, VP – IT / Director- IT in qualifying the lead and progressing it to maturity and close with a detailed internal Account Management Plan.
- This key responsibility is establishing a professional working relationship (up to the executive level) with the client, and by developing a core understanding of the unique business needs of the client within their industry
- Adoption of various sales tools available while interacting with clients like Web Diagrammed (WD), Solution Factory demos (SF).
- Implement a Sales Strategy for the Account, meet Sales Targets and ensure customer satisfaction in a manner consistent with company policy and goals.

- Handle negotiations and overcome objections.

- **Managing pipeline, revenue and forecasting.**

- Develop and execute effective campaigns in reaching out to C and top-level executives and line-of-business (LOB) managers about positioning the benefits of Oracle's products.
- Prepare professional proposals having thoroughly understood the customer requirements and established the relevant business solution.
- Be a key member of Oracle's sales team responsible for license sales and overall Account Management strategy.

➤ **Prizedjobs.com**, Bangalore and Mumbai
 Designation: Corporate Account Manager,
 March 7th 2000 – May 31st 2002.

Description:

Responsible for Field Sales & Business Development in Mumbai and Bangalore regions for services offered by Prizedjobs.com, the Vortal owned by Placements.com (a Joint Venture between the Headhunters & Satyam Infoway, www.sify.com)

- Carrying out field sales calls to meet with prospects – primarily HR heads at Corporates, and existing customers, responsible for revenue generation for a territory.
- Ensuring maximum productivity
- Sales planning and forecasting by following the recommended selling cycle.

Demand generation activities

- Actively participating in organizing and conducting various demand generation activities like Job Fairs and E-Seminars and other publicity events periodically.
- Responsible for acquiring and maintaining a database related to the assigned territory.
- Involved in various brand building activities of Prizedjobs.com

Customer relations management

- Mapping customer requirements.
- Making post-sales customer care calls to build relationships.
- Participating in customer satisfaction audits held at periodic intervals.

Receivables management

- Maximizing business/ orders against 100% advance payments.
- Where business is done against credit ensuring that the receivables are collected as per agreed company norms.

Some of the **Key Accounts** handled (both in South: Bangalore and West: Mumbai) for PRIZEDJOBS :

L&T ITL, IBM, Motorola, TCS, Tata InfoTech, Nexxgenix, PCS,IIS Infotech, Syntel, Rave Technologies, Melstar, Soft cell Tech,Hexaware, Mphasis BFL, Siemens, Knights Technologies,L&T Trade.com, Systime, CMS , Computers, PSS,BPL Innovision, Concio Technologies, HCL Perot Systems,Onida InfoTech, MIEL, Akshay Software Technologies.

➤ **Bangalorebest.com**, Bangalore

Designation: Senior Sales and Marketing Executive: Interactive Division, Deccan Yellow Pages Group, Bangalore. - March 1999–Feb 2000.

Description:

Marketing the horizontal portal, www.bangalorebest.com.

- Field Direct Sales Role - To address/invite all major brands in the Industry, hotels, and restaurants on to the portal.
- Was involved in the Silicon Valley Project,a brand showcase of top IT companies of Bangalore, and Brand Buster,a brand showcase of top brands companies in Bangalore, on the print and the digitized version.
- Accounts include ABB, Sonata Software, Hughes Software, U& Scotty, Ramsoft Systems, ICODE, Motorola, Relq Software, Iflex, and Robert Bosch Software.

➤ **Computer Garage Pvt Ltd**, Bangalore

Designation: CADD Engineer, Exports Service Division (ESD)
August 1994-September 1995

Description:

Involved in mother board consolidation and Reverse Engineering Team Projects. Area of work was in AutoCAD and Schematics in OrCAD.

➤ **Guest Keen Williams Limited (GKW)** ,Bangalore

Designation: Engineer Trainee, Industrial Engineering Department
April 1993 – March 1994

Description: Took responsibility of the activities of the Industrial Engineering Department, Work standards and shop floor practices.

Education

SDM-IMD, Mysore, Karnataka

Majored in Sales and Marketing

PGDMS (MBA, 2 years full time course)

February 1993 - February 1994, Indian Merchants Chamber, Mumbai

Diploma in Business Management

Bangalore University

Bachelor of Engineering in Mechanical Engineering from

Bangalore Institute of Technology (BIT), Bangalore.

Pre University

Science Stream:

MES College, Bangalore

SSLC

Poorna Prajna Education Center, Bangalore

Family Details

Father: Dr.L.Shankara Murthy

Physician and Children Specialist

- Retired as the Joint Director of Health (Government of Karnataka)

Mother: Mrs. Sudha S.Murthy

- Retired as the Senior Librarian (Research), National Tuberculosis Institute, Bangalore

Sister: Mrs Vijaya Bindu Narendra

- Computer Engineer, settled in Philadelphia & working for Cooper vision in the state of PA.

Wife: Shilpa Shashi Kiran

- Chief Dental Surgeon, having her own clinic practice at home & visiting doctor to the Clumax Chain of Healthcare Hospitals and Diagnostic Centers.

Daughter: Shraddha Shashi Kiran

- 8 Years, Standard IV at Poorna Prajna Education Center, Sadashivanagar, Bangalore.

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Activities and Honors

- Mentoring of new hires in the Team and bringing them upto speed.
- Won the Most Valuable Player (MVP) award at Oracle in Q1 and Q3 – FY06 and Q2 FY08
- Best Forecaster award for Q1 FY13.
- Best Deal Nomination Q3 FY13

Hobbies and interests

- Cricket
- Tennis
- Swimming.
- Writing poetry

Date: 02.10.2016

Place: Bangalore