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|  | **Curriculum Vitae** |  |
| **Sarath Menon M** | “SURABHI” |  |
| East Kanavillil House |  |
|  | South Chittoor |  |
| **Mobile:** +91 9895121913 | Kochi - 682027 |  |
| **E-mail:** sarathmenon2@gmail.com | Kerala |  |
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**OBJECTIVE**

Seeking a position in your esteemed Organization. I have good communication skills, leadership qualities, in-depth technical knowledge and ability of understanding the needs of individual and organization. Being a creative problem solver, pro-active and responsible with experience in business development who adheres to meet deadlines.

**SUMMARY**

 Currently working as **CHIEF MANAGER – MARKETING and SALES in IT INDUSTRY**

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 **13+** Years of experience in **SALES, BUSINESS DEVELOPMENT, MARKETING and ANALYSIS.** 

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 Good understanding of Global Sales & Operation in Various Industry. 

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 Proficient in working with MS Office

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 Proficient in handling Distribution / Channel Sales Management. 

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 Ability to Understand the Clients Requirements. 

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 Ability to learn new concepts quickly and achieve the targets well in time. 

**EDUCATIONAL PROFILE**

*  MBA from Madras University – Specialization in Systems & Marketing.   B.Com with Computer Applications. 

**TECHNICAL SKILLS**

 **Operating Systems:** Windows 7/8/XP, DOS

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|  | **Languages** | : C, C++, Visual C++, Visual Basic, JAVA |
|  | **Database** | : MS Access, Oracle. |
|  | **Reporting Tools** | : SAP BI, Seagate Crystal Report 8.5 and MS Excel. |

**PROFESSIONAL EXPERIENCE**

1. Currently working with **INTELLYZE LABS**, as Chief Manager – Marketing & Sales from February 2016 till Date
2. Worked in **FCI OEN CONNECTORS Pvt Ltd**, as Sr. Business Analyst from June 2014 to February 2016.
3. Worked in **Orionis Technologies & Solutions Pvt Ltd**. from June 2012 to May 2014.
4. Worked in **Millennium IT Consultants** as **Pre Sales Business Analyst - ERP** from November 2009 to May 2012.
5. Worked in **InfoVista Technologies Solutions** as **Business Development Manager** **–** **IT Sales** from April 2005 to November 2009.

**CURRENT WORKING DETAILS**

**INTELLYZE LABS.**

***Designation:*** *Chief Manager**–**Marketing & Sales.*

* Developing and executing the strategic plans for Sales and Marketing and managing the brand of the Organization.
* Develop the Company’s overall Branding, Marketing and Corporate Communication Strategies in line with the Company’s Business Development Objectives and Market characteristics and trends
* Develop and manage Branding, Advertising and Marketing/Promotion campaigns for Corporate and project launches within budgetary allocations
* Develop and maintain relations with external agencies such as Market Research Firms, Marketing Consultants, PR Agencies etc and negotiate contracts in coordination with the Procurement Division
* Oversee the development of Marketing Collateral for Marketing Events and Project Sales in keeping with the Marketing Communication Strategy of the Company
* Supervise and participate in the Company’s representation at Key Industry Events and Exhibitions across the globe
* Develop and maintain excellent professional relations with clients to generate avenues for additional business
* Maintain Market Intelligence on marketing propositions of Competitors and Trends and ensure sharing of Market Intelligence with the Business Development teams
* Ensure compliance with Corporate Governance Policies and Procedures in the execution of marketing activities
* Develop the Sales Strategy based on Regional and Global Market Research to generate business opportunities and prioritize target markets
* Participate in the development of business cases for new projects / initiatives
* Direct the analysis of Sales and Business Development on a monthly basis
* Develop size and skills of Sales team to match Business Development efforts
* Set and meet Sales Targets along with the Sales Teams, coupled with developing and maintaining a database of potential and existing customers
* Ensure an efficient Customer Service Operation to respond to customer needs and complaints  
  Support prioritized sales cycles, helping with strategy, competitive positioning

**PREVIOUS WORK EXPERIENCE**

* + - **FCI OEN Connectors Pvt Ltd.**

***Designation:*** *Sr. Business Analyst.*

* + Extracting Global details from SAP Business Intelligence and MFGPro to analyze the
* day to day activities of Sales and Revenue. 
  + Preparation of Global Demand Evaluation to forecast the Revenue Income of the
* coming 12 months and handing it over to the Top Management of the Organization. 

 Preparation of Weekly Global Demand Changes to analyze the changes in the

* estimation made in the forecast. 
  + Preparations of Global Late to Request to find out the Backlog made by the sites and
* help them to improve the performance. 
  + Preparation of Global Late to Promise to find out the total sales that has been promised in future and to analyze how much each site can Pull In to the Current
* month to improve the Sales and increase the Revenue. 
  + Preparation of Global Performance Review every month to understand the monthly
* performance. 
*  Working with each site to improve the Revenue. 
  + Daily Revenue and Output tracking to analyze, whether each site can achieve the
* estimate which is already given, if not then get the reasons for the drop.
  + Working with each site for their daily shipment plan for next 2 weeks and compare
* with the Revenue to analyze whether the Revenue generation is under control or not. 
*  Working with SCM & CSA team to analyze the weekly item wise sales performance. 
  + Conducting Bi Weekly Global Sales & Operations meeting to analyze the Revenue
* and Output and also to understand their difficulties in Manufacturing Units. 
  + Preparation of Sites Manufacturing Capacity, to analyze whether they are utilizing full capacity and also to know any new build in products can be manufactured in that Unit.
  + Working with each site to know whether their Revenue and Output estimate has been changed. If changed, they are supposed to give a valid reason, analyze that
* reason and take the measure to improve the estimates 
  + Support the top management in preparation of Presentations and other collaterals. 
  + Collecting 12 rolling months Sales Forecast and load it into SAP Business Intelligence and into Demand Solutions.
  + Working with Demand Managers to finalize the Sales Forecast for 12 rolling months.
  + Preparing Weekly Global Aged Inventory Report (Inventory with more than 90 days in each site) to understand how much Inventory (FG,SFG,RM) is there in each site, the reason for Aged Inventory and the Sites action to reduce the Aged Inventory.
  + Preparing monthly Global HR KPI report to analyse the Head Count of each site for the Current Month and for next 3 months.
  + Conducting weekly Late to Request / Late to Quarter call globally.

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* + **ORIONIS TECHNOLOGIES & SOLUTIONS PVT LTD.**

***Designation:*** *Business Consultant*

* Identify, understand and define customer needs, objectives and business requirements, design ERP solution that can best meet the Client's requirements. 

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 Communicate the business requirements to project/implementation team after

completion of sale to ensure a smooth transition from presales to implementation stages. 

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* Collecting, understanding and transmitting the business requirements for the project and translating these into Functional Specification, Support the sales teams in closure of

all ERP sales opportunities. 

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* Develop presentation material and demonstration scenarios for sales presentations which show how existing business processes can be mapped against ERP R/3 or will

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need to be enhanced. 

* Analyze and Document ERP Business Processes. 

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* ERP Document work flows and result of Business Analysis and obtain signoff from

client. 

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 To provide the link between the Customer, Development team and any third party

regarding software functionality, throughout the ERP Development Life Cycle. 

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* Demonstrate the value of the solution and build a strong working relationship with both the prospect and the development team. 

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 Oversee projects and implement them successfully. 

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* Support prioritized sales cycles, helping with strategy, competitive positioning, demonstrations and presentations. 
* Assume a key role in opportunity planning, strategy, solution approach and competitive positioning. 

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* Conducting extensive market research to analyze and assess market potential, tracking competitor activities for providing valuable inputs to fine tune selling & marketing strategies. 

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* Actively support the ERP sales teams in promoting and identifying solutions, articulating functional fit and completeness, responding to bid cycles, to the customer requests for information and information to tender. 

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* Assessing the client feedback, evaluating areas of improvements for evolving newer growth patterns of the brand. 

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* Maintaining excellent professional relations with clients to generate avenues for additional business. 

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* Contribute to pipeline and revenue increase, through participation and coordination of demand generation activities, including customer workshops, tradeshows and company events. 

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* Stay up to date with new trends within ERP, our competitors, our partners and the IT industry as a whole. 

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* Tracking prospective clients, generating business from new accounts & developing them to achieve consistent profitability. 

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* + **MILLENNIUM IT CONSULTANTS**

***Designation: Pre Sales Business Analyst - ERP***

* Collecting, understanding and transmitting the business requirements for the project and translating these into Functional Specification. 

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* Weekly reports to be produced for the Project Manager showing progress against outstanding milestones, status, resource requirements, issues, risk and dependencies 

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 Analyze and Document business processes 

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 Document work flows and result of Business Analysis and obtain signoff from client 

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 To provide the link between the Customer, Development team and any third party

regarding software functionality, throughout the Development Life Cycle 

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 Research industry trends, competitors, etc. as necessary.

 Development of Industry specific and technical white papers Work with Sales Personnel to provide product, business and technical knowledge in support of pre-sales

activities 

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 Conducting extensive market research to analyze and assess market potential, tracking competitor activities for providing valuable inputs to fine tune selling & marketing

strategies 

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* Experience in Cold-calling in order to create interest in products and services and generate new ERP business leads 

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* Assessing the client feedback, evaluating areas of improvements for evolving newer growth patterns of the brand 
* Maintaining excellent professional relations with clients to generate avenues for additional business 

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* Handling client centric operations & ensuring client satisfaction by regular analysis and up gradation of delivery & service quality norms 

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* Initiating and develop relationships with key decision makers in target organizations for ERP business development. 

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* Tracking prospective clients, generating business from new accounts & developing them to achieve consistent profitability. 

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* + **INFOVISTA TECHNOLOGIES**

***Designation: Business Development Manager – Global IT Sales (ERP)***

* Act as the primary technical liaison between the customer/strategic partners and Initiate. 

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* Provide technical leadership to the customer as part of the strategic program and relationship management process. 

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* Maintain a high degree of customer satisfaction in each of their growing and developing referenceable customers through their project, resource and expectation management efforts. 

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* Develop trusted business/technical advisor status with customers to ensure strong, long-lasting relationships and strategic references. 

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* Work collaboratively with customers, partners to develop global implementation plans that will meet the defined needs and requirements of the customers, including budget and timeframes. 
* Evaluate new initiate solution offerings on an ongoing basis and recommend as appropriate to supplement the customer’s initial solution and create additional levels of value. 

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* Provide ongoing direction and leadership to project consultants and other virtual account team members to ensure successful implementations and reference able customers, and accurate project plans, incorporating all significant project variables. 

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|  |  Business Development of ERP, Post implementation, Version Integration &Annual |  |
|  | Maintenance Contract.  |  |
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|  |  Work with Delivery to develop ERP solutions campaigns including add-ons, for Major |  |
|  | and Small-medium Industry verticals.  |  |
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|  |  Responsible for coordination of post-sale efforts for product demonstrations, sales |  |
|  | presentations and post-sale presentation for sessions in new and existing clients.  |  |
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|  |  Assist in Implementing & Post implementing Best practices for Business Development |  |
|  | and Client Relationship.  |  |
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 Assist in Development and present the proposals, presentations and case studies for

Client Executives and Managements. 

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* Responsible for quality assurance, customer satisfaction, working with client legal department, accounting, procurement, IT Business users, Executives and Management. 

**PERSONAL DETAILS**

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| **Name** | Sarath Menon M |  |  |
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| **Date of Birth** | 06th April 1983 |  |  |
|  | “SURABHI” |  |  |
| **Permanent address** | East Kanavillil House | |  |
| South Chittoor P.O | |  |
|  |  |
|  | Kerala. PIN 682027 | |  |
| **Marital Status** | Married | . |  |
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| **Passport Number** | M8815809 |  |  |
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| **Languages Known** | English ,Malayalam, Hindi, Tamil | |  |
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