

Business Development –International Sales

Curriculum Vitae

Lakka Sudarshan Reddy

#971, 17th Cross, 1 stage, 1st Phase. Chandra layout Bangalore-560072

Mob: +91-9019801242

lakkasudharshan@hotmail.com

Career Objective

To obtain a position that will enable me to use my strong organizational skills, educational background and ability to work well with people. To secure a Sr. Management position where, I can effectively utilize my expertise in Business development, Sales & Marketing, Team management and training.

Summary:-

- 8+ Years of Experience in Business development & Marketing
- Experience in team handling & achieving team targets
- Experience in working in International markets such as APAC, Europe, MEA & America
- Strategic planning and market penetration to increase ROI
- Basic and advanced computer skills
- Strong analytical and problem solving skills
- Demonstrate ability to maintain positive work relationship in a multicultural environment
- Ability to understand customer needs & provide compelling customized solutions

Educational Qualifications:-

Master of International Business Management: Edith Cowan University, Perth, Western Australia Australia -2007 *Passed in "A" grade*

(Major: International Business & Management)

Bachelors of Engineering: Rural Engineering College. VT University Belgaum India – 2004 *Passed with "61 %" grade*

(Major: Electronics and communication)

Academic interests:-

- Business Development
- International Marketing
- Leadership and change Management
- Human Resource & Employee Relationship Management
- Business Strategy
- Economic and Socio-culture analysis in international market affecting the business

Work Experience:-

1. Company : iCMG (P) Ltd

Designation: Sr. Business Development Manager, inside sales (International Marketing)

Duration : June 2012 till date.

Company Description: iCMG is a pioneer and leading full service Enterprise & IT Architecture Firm. It's global leader in providing architectural services to a wide variety of clients (over 20 domains) across 32 countries. The complete ecosystems of Enterprise & IT Architecture services include consulting, training & certification, research & advisory. In addition, iCMG is reaching more geography and business domains through online architecture services such as Ask the Architects, Online Training &

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Webinars. In the last 12 years, we have helped customers to manage complexity and contradictions within enterprise for growth.

Services:- Enterprise & IT Architecture services include consulting, training & certification, research & advisory. TOGAF, Enterprise BPM and EA John Zachman Certification

My Roles & Responsibilities:

- Doing trend analysis and providing the feed back to LG team
- Doing GAP Analysis on a weekly basis
- Coordination with the List management team and contributing to lead generation
- Converting the leads to open opportunities and finally to business
- Handling entire opportunity conversion for International markets
- Heading the OC team and responsible for achieving individual and team targets
- Responsible for training internally and generating revenue for the company
- Actively involved in Cross selling and up selling of the company services
- Responsible for leading and managing an Inside Sales Team disciplinary
- Assist the CEO in managing the strategic development, growth and day-to-day operations of the activities related to the assigned sales team for accreditation and certification programs

2. Company : Vinsys IT services (I) Pvt Ltd
Position : Sr. Executive Business Development- ITSM
Duration : December 2010 to May 2012

Company Description: Vinsys IT Services (I) Pvt. Ltd., an ISO 9001:2008 certified organization, is a global IT services company, delivering solutions, services and products to enterprises worldwide with a team of 200+ highly accomplished professionals through robust practices. Over the years, the company has established itself as a reliable partner for many corporate training in India and abroad.

Services:-ITIL, ITSM, IT consulting, IT governance, PMP, Foreign language translation & much more

My Roles & Responsibilities:

- Identifying potential corporate clients for ITSM training & explaining them about the company products & services
- Generate Leads/ Prospects & develop the foundation for corporate clients
- Organise meetings with the clients, negotiate & close the deal
- Raising invoice & following up for the payments before & after the training programs
- Provide the company with a detailed report about the progress & updates about workshop on a weekly basis
- Acquired & maintained detailed knowledge of the company's product & services
- Developed new strategies to achieve the set targets in a better & possible manner
- Communicating information about the training programmes & services offered by the company to prospective individual participants & find out there requirements to organise open workshop
- Developing business plan and sales strategy for the market to ensure attainment of company sales goals and profitability

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3. Company : ph7- *Partnering Human Resources*

Designation : Business Development Executive,

Duration : September 2009 Dec-2010

Company Description: Founded in 2009 by a team of young professionals, ph7 offer services in the area of HR and Creative Solutions. Ph7 domain expertise coupled with talented people enables in delivering unique and customer centric solutions.

Services: Manpower consulting, HR, Temp & Permanent Staffing

My Roles & Responsibilities:

- Develop the foundation for many new client accounts and strategically nurtured the already existing client accounts
- Identifying potential clients & negotiating them till closure
- Generate Leads/ Prospects and develop relationships and grow them into clients
- Provide the company with a detailed report of how the company is doing & what it should be like
- Acquired & maintained detailed knowledge of the company's product & services
- Developed strategic relationships with direct & indirect clients
- Communicating information about the product to prospective customers & find out there requirements
- Resource Management, Sourcing & Candidate recruitment

4. Company : Coles Express (Eurekha operations, Western Australia.

Designation : Business Development Executive

Duration : June 2006-August 2009

Company Description: For more than 90 years, Coles has had a rich history in Australia in retail, fuel stations & Oil & gas. Today Coles is a leader in Australian food & retailing, with more than 100,000 employees and over 11 million customer transactions a week, it is one of the major player in retail & service Industry.

Offerings: Retail products, Oil & gas

My Roles & Responsibilities:

- Generating Lead & develop new clients
- Established new clients & developed a strong relationship with existing clients
- Resource Management, sourcing & recruitment of suitable candidates
- Inventory & Supply chain Management
- Self development & continuing personal development of employees
- Candidate screening and interviewing, Maintaining payroll
- Training & Motivation of employees

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5. Company : 4S Telecom India Private Limited, Bangalore
Designation : Sales Engineer
Duration : August 2004 to January 2006

Company Description: Established in the year June 2001. **4S Telecom Pvt. Ltd.** is a leading manufacturer & exporter of Telecom equipment like repeaters, antennas, splitters, couplers and combiners for GSM/CDMA service providers. It provides end-to-end In-building solution for GSM/CDMA Coverage problems. Provides total solutions for cellular phone coverage problems

Products: Telecom Devices & manufacturing company

Job responsibilities and duties:

- Team handling & Training staff for the field work installation for telecom company
- Leading & motivating team members for installation of undertaken Projects.
- Distribution channel analysis & development
- Plan , develop & implement new marketing strategy for better growth of the business
- Monitoring resource allocation and controlling the smooth operation of a branch (in Chennai) by providing effective customer support and service.
E-mail to: enquiry@4stelecom.org

Achievements:-

- Achieved highest revenue for the quarter in iCMG
- Closed the deal for corporate training for Multinational company in Vinsys IT services within a Second quarter of joining
- Motivated and retained the best employees for the company in Coles express
- Achieved complete customer satisfaction by resolving the problems and maintained a strong working team environment in Eureka Operations Australia.
- Achieved the highest sales in the specified period of time in 4S telecom

Academic Research Projects:-

- Production and marketing of wine in India
- Competitive strategies between Qantas and Virgin airlines
- Economic and Socio-culture analysis in international market
- Importance of Motivation and Retention of employees within organization

Personal Details:-

Date of birth : 27th Sept'1981
Languages Known : English, Hindi and Kannada
Passport No : E8186970
Location Preference : Bangalore
Willing to travel if required & ready to relocate

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Competence: Can pilot as well as work in a group in any state of affairs, no matter how demanding.

Declaration: I hereby declare that the above information is true to my knowledge and belief.

Lakka Sudarshan Reddy

Place: Bangalore