Ashok Kumar K

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**TECHNICAL SALES ENGINEER | SEPTEMBER 2014 – APRIL 2019 ADVANTECH**

**TEKION CLOUD(May 2019-Till Date)**

# Summary

5+ years of experience in Sales, Marketing and Technical support. Solely responsible for Microsoft sales and distribution in Advantech India. Expert in IT hardware, IoT Solutions and customer relationship management.

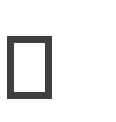
# Roles and Responsibilities

* Sole owner of B2B Microsoft sales in Advantech which includes sales of license, Azure and office365.
* Leading a 6-member technical team and is responsible for project delivery.
* Responsible for meeting channel partners, system integrators, Corporate customers and Key Accounts
* Representing the company in IOT events and identifying target companies
* Marketing our products to the target companies using EDM, including client specific EDM preparation.
* Responsible for sales and support of Industrial computers/Servers/HPC/Thin PC’s/ Firewall/routers/SDWAN.
* Interacting with the client, sending quotation, negotiating and following up till delivery.
* Finding the right ECO partner, devising solutions together and target the end customer.
* Social Media advertising
* Cold Calling and Lead Generation.
* Attending sales meetings and report periodically about the market feedback, opportunities in the pipeline and new initiatives.
* Covering areas – Mainly on South India, based project requirement, need to cover other regions.
* Experience in CRM and ERP systems.
* Pre and Post technical support.

# Achievements

* **100% Quota** achievement in Microsoft sales for two consecutive years.
* Generated business from **60+ new corporate** customers, most of which are recurring accounts.
* Competed for **government tenders** and won West Bengal, Jaipur and Telangana smart city projects (2K units)
* Represented Advantech India in IoT Conference held in Taiwan (2016 & 2018)
* Advantech Advanced Certified Engineer
* Target achiever award for the year 2016 & 2017

# Technical Purview

* Knowledge on WISE/ Azure /AWS Cloud and IoT Products & solutions.
* Knowledge on Digital Signage player, surveillance, Remote management & Monitoring.
* Knowledge on HMI/Panel PC/SCADA/Embedded PC/Thin Computers/Firewall system/SDWAN  Knowledge on Windows XP/7/8/10, Linux and Embedded image.

# Sales – Product Details

Involved in the sales of the following products

* Hardware sales – IPCs, Servers, HPC, Thin Client PCs, Industrial Automation Products, Retail Computers, Industrial tablets, Network Switches, Firewalls, SD-WAN, RAM, HDD and Computer Peripherals.
* Software sales – Windows license, McAfee embedded control, Acronics backup and recovery and SUSI – hardware monitoring software

# Personal Information

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| --- | --- |
| Date of birth | : 04.09.1990 |
| Nationality | : Indian |
| Father’s Name | : Kanagaraj |
| Mother’s name | : Kasthuri |
| Address | : No 432/A, 24th cross, Near to HSR Club, Banglore – 560102. |

Educational Qualification : **M**.**Tech. – Communication Systems -8.24 - (2012-2014)**

Hobbies : Cricket, su-do-ku

Linguistic Ability : Tamil, English, Kannada

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