



S Hari Ram

Persuasive and Responsible professional with 16 years of sales and managerial commitments in domestic and international markets

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Experience in Numbers

- 8 years of product selling experience
- 7 years multi-cultural / International experience
- 5 years of service selling experience
- 2 years cloud services selling experience
- 1 year team management experience
- 1 year IT and non-IT service selling experience

Highlights - IITC

- Significant Milestone of order booking of \$3.1M for 2018 from 1 customer
- Achieved average GM of 30% in 2019 with focus on services
- Increased business wallet share up to 40% in 2018 in RCA
- Successful up-selling across 4 Business Units
- Opened up new business opportunities in ROP
- Re-established business relationship with multiple accounts.

Summary

16 Years of hard core IT selling experience.

Working experience with Hardware, Software and Services companies.

Consistency in performance achieved by Responsibility and Diligent attitude.

Adaptability for changing and new market conditions.

Work Experience

Sr. Account Manager

Jan 2017 - Present

International Information Technology Co LLC

Responsible for Business Expansion in Focused Large Enterprise Accounts

• Royal Court Affairs:

- Responsible for business expansion in RCA.
- Royal Opera House, Majlis Oman, Royal Flight, Royal Yatch and 20 departments.
- Maintained healthy business relationship with Director-level decision makers.
- Paved way and won multiple run rate businesses.
- Successfully cleared Non-payment issues valued \$500k.
- Methodical and ensured the necessary documentations are completed on-time.
- Proactively monitored progress of projects with no major escalations.

• Major Wins:

- Infrastructure for Facilities Management Services
 - Value - \$ 1.1M
 - Oracle, Cisco, Dell-EMC
- Structured Cabling for Oman Across Ages Museum
 - Value - \$ 650k
 - Commscope, Rittal, Canovate
- Backup Solution Project
 - Value - \$ 550k
 - Dell-EMC
- Structured Cabling for Royal Hospital Expansion
 - Value - \$ 400k
 - Commscope, Netrack

◦ Business Expansion Activities:

- First ever Cisco EBC was conducted to executive committee for RCA inline with their future plans for business expansion.
- First ever Technology Tour was organized to executive committee of RCA inline with their focus on Digital Transformation.
- Ensured new technology updates were provided to the technocrats by aligning the right customer teams to technology workshops like GITEX and CISCO Live.

◦ Turn-Key Projects:

- Aligned with Rittal, Commscope, Novec for a comprehensive 660 SqM DC build opportunity valued \$ 3.5M.
- Aligned with CISCO, Dell-EMC, Veem, Triple Play for a turn-key project for Majlis Oman valued \$ 2.3M.
- Aligned with CISCO for major multiple projects for Al Said Ship, sohar farms, royal opera house, jebal farms valued \$ 1.2M.

• Royal Oman Police:

- Successfully added Oman's very large enterprise customer to database.
- Won opportunities across 2 Business Units.
- Won Networking and Oracle orders valued \$ 410k.

◦ Business Expansion Activities:

- Aligned with E&Y for new technology introduction of DSOC.
- Aligned with Oracle for in-house training on Exadata inline with their migration plans.

Highlights - Netcon

- 1 year team management experience across sales, pre-sales, AMC sales
- New process establishment for direct sales and back-end support services sales teams
- Team attrition rate at 10%
- 1 new product inducted in the LoB
- New service level offerings for improved bottom-line for service sales
- Independently drove consultancy business
- New standards / templates for sales team on performance and proposals

Highlights - Sify

- Instrumental in business engagement across channels, corporate and enterprise customers.
- Increased new customer base 3.8 times, 380%, within a span of 4 years under different market conditions.
- Increased the annual recurring revenue 4.7 times with increased focus on MPLS, new customers and competition churn.
- First GMPLS order for ROTN from the region.
- First DR-Co-location, order for ROTN from the region.
- First DC-Build order for ROTN from the region.
- First Video Conference (VidyoMeet) order, south India biggest, in terms of licenses from the region.
- Instrumental in having a hygienic collection every quarter.

• Other Customer Engagement:

- **BE'AH:** Converted the low yielding account to profitable account across multiple business opportunities.
- **Public Authority for Water:** Maintained healthy relationship with customer and closed many run-rate business opportunities with double digit margins.
- **Haya Water:** Re-established the relationship with the customer.
- Maintained healthy receivables by collection of outstanding payments.
- Ensured timely mile stone based invoicing for all projects.
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Regional Sales Head

Mar 2015 - Apr 2016

Netcon Technologies India (P) Limited, Coimbatore, India

Spearheading the functions of Sales, Pre-Sales, Support Service Sales (AMC)

Significant Milestones:

- Set across new process for sales team on opportunity tracker and reporting.
- Set across new process for pre-sales team on project handling and reporting.
- Set across new process for tele-sales team for tele-calling and reporting.
- Driving the team towards consistency on the commit levels for new business.
- **Karunya University:** Instrumental in closing a new deal for core switch of Extreme against protracted discussions and competition valued at 30L.
- **DSSC:** Instrumental in winning new customer from Wellington, for migration of Extreme switches valued at 120L.

Account Manager - Enterprise Solutions

Oct 2009 - Feb 2015

Sify Technologies Limited, Chennai, India

Designated the responsibility of business development across Coimbatore and RoTN in modes of channel partners and direct customer engagement.

Major Projects:

- **G Kuppuswamy Naidu Memorial Hospital:** Successful in winning the first DC Build order, first DR-Co-location services order after a stiff competition.
- **ABT Limited:** Perceived for a prolonged period and won the multi-location internet order, churn from PSU.
- **Shri Kannan Departmental Stores:** Successful in winning the multi-location MPLS order, churn from competition.
- **Pactron:** First order for the region and RoTN for Global MPLS connecting their production centre in Santa Clara, California, USA.
- **AVR Swarnamahall:** Successful in bringing business across MPLS, Internet, Security and Vidyomeet, South India, largest order.
- **ELGI Rubber:** Positioned and won multi-location MPLS order along with secure site connect (VPNNoBB), churn from private competitor.
- **ARRS Silks:** Positioned and won multi-location MPLS order, churn from PSU ISP.

New Clients:

Added **39** new / competition churn customers within a period of 4 years.

- **Suguna Foods Limited:** Instrumental in adding the region's big customer, INR 5, 500Cr. revenue to database against stiff competition.
- **Sree Krishna Sweets:** Successful in adding the regions largest sweet retail company to database, churn from private ISP.
- **Kovai Pazhamudir Nilayam:** Successful in adding the regions largest fruit and vegetable retailer with introduction of MPLS technology.
- **Shanti Gears Limited:** Successful in churning the customer from private ISP.
- **Suguna Foods Limited:** Successful in churning the customer from private ISP and first customer from the region for higher bandwidth.
- **Pricol Group:** Perseverance paved way for a break through in the account and in turn churned other group companies include Pricol Travels, Pricol Properties, Pricol Technologies.
- **Indian Public School:** Churned the customer from PSU ISP for one location and shortly turned into a key customer with multiple locations connected on Sify as primary ISP.
- **Sakthi Finance Limited:** Leading finance company of Coimbatore added to database against stiff competition.
- **Jayachandra Bearings:** Leading industrial distribution company added to database against stiff competition.
- **Other Customers:** Facile Machines, RBR Garments, to name a few and many more.

Highlights - Sify

- Expanded business in 2 new geographies in RoTN.
- Vertical-wise partner drive for new geography and new customer acquisitions.
- Induction of new initiatives on weekly training's and reporting for the partners.
- 2 business expansion events with 100% customer participation
- Prospected 6 new very large enterprise customers in Chennai.
- Only individual across RoTN to up-sell 3 business units in the entire region.
- Well-known in the market place as "Sify Hari".

Existing Customer Engagement:

- **Texmo Industries:** Increased the wallet share of the customer by selling additional LOB services including Internet and VidyoMeet, leading agricultural pump manufacturing firm.
- **LG Balakrishnan and Bros:** Converted the competition churn links of MPLS circuits from , leading automobile chain manufacturer.
- **Ramraj Handlooms:** Increased the wallet share by connecting retail outlets of , leading garment manufacture at Tirupur.
- **Dixcy Textiles:** First Co-Location order from Tirupur, for DR with P2P MPLS connectivity was established by , leading garment manufacture at Tirupur.
- Maintained healthy relationship with all existing customers and ensured very minimal disconnection of services.
- Ensured hygienic payment collections, on-time shifting of MPLS links of customers.

Channel Partner Management:

Appointment and management of channel partners across upcountry geographies.

- Appointment of 2 new channel partners in Coimbatore with specialization across specific LOB.
- Target driven approach to partners across specific LOB's.
- Planning daily calls for field executives.
- Strategizing quarterly planning for LOB target achievement.
- Maintained direct reporting structure for channel partner team.
- Processed timely payout of commission.
- Maintained healthy relationship with partners.
- Joint and presentation calls along with partners.

Channel Partner Training:

- Primary objective of training for easy understanding of products and services.
- "Technology Migration – Internet" training completed to new partners.
- Connectivity training for existing and new partners conducted in periodic intervals.
- Induction / introduction training to new partners.
- Technology Basics training for new and existing partners on periodic intervals.
- Customer objection training for new partners

Additional Responsibilities:

- Supported the collection team for timely collection of payments.
- Responsible for renewal of services and were completed on time.
- Ensured no major 'Credit Note' issue breakout in the region with timely closure of price-revision cases.
- Maintained mutual and healthy relationship with Head IT and Sr. Management in enterprise.

Business Expansion Events:

- Organized "**Power to Control**" event in collaboration with Fortinet with 100% customer participation.
- Organized "**Cloud Connect**" event in collaboration with HP with IT Decision makers as the panel members for panel discussion anchored by Sify.

Corporate Account Manager - Chennai: October 2009 till June 2010.

Entry Point Accounts:

- Successful in prospecting door steps of entry with BFSI banks including Royal Bank of Scotland.
- Successful in prospecting door steps of entry with leading industrial and manufacturing companies like Caparo.
- Successful in prospecting door steps of entry with leading energy services customers including RRB energy, BGR.
- Successful in opening door steps of entry with 3i Infotech.
- Successful in prospecting opportunities with leading engineering colleges and university including Saveetha University, Vels University, Rajalakshmi institutions.
- Successful in prospecting connectivity opportunities with leading IT / ITES companies including ABB, INFAC, Coramanel Infotech, Foxconn, Nokia-Siemens.

Prospected Accounts:

- Worked on comprehensive DC build project for Petrofac.
- Worked on comprehensive multi location security solutions for Schwing Stetter.
- Worked on voice solution for leading BPO customer Optimus.
- Worked on DC build solution for IT customer Lycatech.
- Worked on comprehensive document management solution for Shipnet.

Highlights - IITC

- Promoted to Sr. Account Executive after 1 year period of service.
- 16 new customers within 3 years
- 4 Very large enterprise customers added
- Converted 1 new customer to VIC (Very Important Customer) status within 1 year
- Maintained healthy gross margins above 20%
- Independently won cases for IBM-ISS firewall.

Account Manager - BFSI

Aug 2008 - Sep 2009

Intertec Systems LLC, Dubai, United Arab Emirates

- Designated role and responsibilities for exploring business in BFSI vertical.
- Explored the possible business opportunities from the companies hosted in DIFC
- Effectively maintained good and mutual relationship with banking customers like Commercial Bank International, Invest Bank, Bank of Baroda.
- Successful in prospecting door steps of entry with National Bank of Fujairah
- Successful in prospecting possible business relationship with SHUAA Capital, Tamweel Finance, Oasis Investment, Al Mojil Middle East Investment.
- Working experience on Microsoft Exchange project with Invest Bank and National Bank of Fujairah.
- Successful in opening door steps of entry with Industrial and Commercial Bank of China.
- Instrumental in analysis of “**Business Challenges 2009**” from the existing and new customers.

New Clients Added:

- **National Bank of Fujairah:** Successfully added one among the growing banks by winning a deal for LANDesk Systems and Server management for **20L**.

Sr. Account Executive

Jan 2006 - Jun 2008

International Information Technology Co. LLC, Muscat, Oman

- Promoted to the position of Sr. Account Executive in **Jan '08**.
- Successfully **trained** the executive secretaries of account managers, technically and commercially to address basic systems requirements of customers.

New Clients Added:

- **Oman Shapoorji Construction Company:** Proposed a complete IT Infrastructure solution worth **15L**.
- **Oman Cables Industry:** Successfully achieved a break in for Oracle and Microsoft Licenses after a stiff competition of 2 years for **20L**.
- **Oman International Bank:** A much awaited break-in by bringing in a business for Passive Networking worth **08L**.
- **Nawras (Omani Qatari Telecommunications)** – Successfully added the second largest ISP of Oman to the database.
- **Muscat Finance:** Yet another break through for CISCO solution worth
- **NLIC:** Proposed end to end connectivity and security solution with CISCO & ISS worth **25 L**.
- **OPIC:** Proposed complete and comprehensive IT Infrastructure solution worth
- **Oman Oil Takamul:** 1st CISCO IP Telephony Order worth
- **Worley Parsons:** Attained business of **75L**.
- **MB Petroleum Services LLC:** Brought business of **55L** for Cisco products & services.
- **ONEC:** Sold ISS product & services after a stiff competition.
- **Muriya Tourism Development:** Booming Tourism Development Company.
- **OHI Douglas** – Successfully proposed and won the complete infrastructure project worth **10L**.
- **Price Waterhouse Coopers** – Instrumental in selling non product portfolio.
- **AXA Insurance** – Successfully added to the database after a stiff competition.
- **Jurong Engineering** – Singapore's leading Construction Company.

Business expansion activities:

- **NLIC:** Successful in bringing in Oracle business and with good margins worth **05L**.
- Converted NLIC as an **VIC** over a period of 6 months with the business contribution of 30% on yearly target.
- Instrumental in working a comprehensive **Microsoft OVL** requirement of NLIC.
- Successfully worked on comprehensive IP Security project of **National Bank of Oman**.
- Successfully worked on **Microsoft Select agreement** project of National Bank of Oman.
- Oman International Container Terminal (**OICT**), worked on the comprehensive IT infrastructure project.
- Partnered with I-Flex to deliver Flexcube solution to **ONIC**.
- Worked on the comprehensive reporting and quotation management project of
- Holds the distinction of maintaining healthy relationship with the **key customers** like Al Kamil Power, Worley Parsons, Oman Cables Industry and Al Ahlia Insurance.
- Instrumental in designing, proposing and End to End networking and infrastructure solution for **Group 4 Falck Security Services**.
- Maintained mutual relationship with the group companies of **OHI**.

Leadership Roles

- Functioned as President of Department of Electronics & Instrumentation Engineering, Tamil Nadu College of Engineering (2003-04).
- Functioned as Secretary of Indian Society for Technical Education Association, Sree Narayana Guru Institute of Technology (2000-01).
- Member of Youth Red Cross.
- Member of Indian Society for Technical Education.
- Attended many state and national level paper presentation competitions across different institutions.
- Attended few state and national level quiz competitions across different institutions.

Personal Profile

- 13/06/1983
- Married
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Other Details

Oman Driving License - 71066166

Dubai Driving License - 1340591

Sales Executive

May 2004 - Dec 2005

HCL Infosystems Limited, Noida, India

Joined as an **On Job Trainee (OJT)** and rose to the post of **Sales Executive**.

- Headed the entire Salem Region including 4 locations; ensured timely completion of deliverables as committed by coordinating with the installation team.
- Successfully achieved a break in **Bharathiar University** after a stiff competition of 15 years by bringing in a business of
- Instrumental in adding **Indian Association for Savings & Credit**, a Micro Finance institution.
- Stellar in positioning and winning 1st deal for AMD based server for the Coimbatore region from Bharathiar University.
- Effectively maintained good and mutual relationship with the key accounts like Department of Posts, Dr. GRD Educational Institutions, Sree Narayana Guru Educational Trust, Servall group of companies and Tamil Nadu Agricultural University

Certifications

Cisco Advanced Security Architecture for Account Managers

2019 - 2020

CISCO SYSTEMS

Cisco ID: CSC013183046

Data Center Portfolio Credential 2019

2019 - 2020

Dell Technologies

DELL722949

LANDesk Certified Sales Associate

2009 - 2010

LANDesk Software

HP Certified Commercial Solutions SMB

2006 - 2007

Hewlett Packard

Education

Bachelor of Engineering

2001 - 2004

[Tamilnadu College of Engineering](#)

Bachelor of Engineering in Electronics and Instrumentation Engineering (EIE)

Diploma

1998 - 2001

[Sree Narayana Guru Institute of Technology](#)

Diploma in Electronics and Communication Engineering (ECE)

Anglo Indian Higher Secondary School

1987 - 1998

[Stanesh Higher Secondary School](#)

Completed Nursery and Foundation of schooling until 10th Standard.