

PROFESSIONAL SYNOPSIS



12 Years + in to multiple ERP functional and marketing management domains. Currently engaged in Managing Large Size Corporate Marketing, Retail, Customer Relations, Pricing and Sales.

12 YEAR SUMMARY



- ❖ Performance-driven Client partnership manager, acknowledged for expertise in cementing new client relationships, stimulating new business, and strategically securing Energy and our corporate accounts in highly competitive sectors.
- ❖ Currently manage a small team in developing and executing results driven business strategies in a cross-functional and matrix organization utilizing strong negotiation and relationship management skills with proven success in new market penetration by developing strategic alliances and account development, and resource retention.
- ❖ Championed a multi-partner customer marketing strategy and expanded geographical coverage. Which Grew sales by 30% in a year while leveraging the partner's balance sheet.
- ❖ Defined the partner global alliances approach and established strategic partnerships to expand coverage across 3 Regions (Middle east, Singapore and India) enabling 10% volume increase in short span of 8 months.
- ❖ Extremely energetic and a natural team leader with exceptional management skills to bring new ideas and concepts with fantastic interpersonal skills
- ❖ Always focus on corporate set parameters & business directives.
- ❖ Have taken multiple Initiative in deriving and organising new proven process within my team and the same is set as standards later across other projects/departments
- ❖ Got promoted for my performance in year 2011

SKILL SUMMARY



- | | | |
|---------------------------------|------------------------|---------------------------|
| ➤ Digital Marketing | ➤ Competitive Analysis | ➤ Image Branding |
| ➤ Lead Management | ➤ Sales Force Training | ➤ Executive Presentations |
| ➤ Event Management & Collateral | ➤ Strategic Planning | ➤ Client Relationship Mgt |
| ➤ GTM Planning and Execution | ➤ Proposal Preparation | ➤ Strategic Marketing |
| ➤ Data Modeling & Selling | ➤ Contract Negotiation | ➤ Partner and Account Mgt |

PROFESSIONAL EXPERIENCE



INSIDE SALES - TEAM LEAD AT BAHWAN CYBERTEK LTD, CHENNAI

AUG 2013 » TILL DATE

RESPONSIBILITIES:

- Identified ways to analyse market (both Middle east and India) and provide research reports which won many deals for my sales team
- Positioning the solution on social media (creating a webpage product, advertise, promote) and then arrange webex/webinar with the senior management folks of our prospective clients

- Mailer campaign and Events Management
- Transformed my company portal to more customer centric portal by using my IT team to integrate the tool called “Lead formix”
- Was key for initiating the idea to deploy hoarding in key airport terminals about my company and this attracted many senior flocks of client
- Created many branding strategic (added pamphlet in newspapers/magazine)
- Conducted on the ground seminars at customer place in their location
- Created many Result-driven marketing methodology with diverse experience focused in technology.
- Demonstrated success by building client relationships with upper management and the Partner Community.
- Apart from regular role, also created High energy, self-motivated team who likes to be creative and think outside of the box
- In whole, I am accustomed to working in fast-paced environments with the ability to think quickly and successfully diffuse difficult Partners with situations.

TEAM LEAD AT RAMCO SYSTEMS LTD, CHENNAI

JUN 2006 » AUG 2013

RESPONSIBILITIES:

- Created team from scratch and Lead a 20+ member team in restyling software (Ramco Cloud ERP website), resulting in more current online presence from the Prospects.
- Identified key Business Verticals/Industry trends to enable my team to create Content (Videos, Weekly Mailers) for Corporate Website.
- Involved in Aligning solutions to integrators with “go to market strategy” with end to end partner training and collaterals
- Asked to speak at the March 2011 on OnDemand Commerce on Industry Trend Usage: A Critical Supply Ramco OnDemand Product Cloud Computing.
- Secured Current accounts and Clients.

ADDITIONAL RESPONSIBILITIES:

- Plan, Recruit, Train, Delegate tasks, assist, monitor and manage marketing executives for demand generation through various campaigns (Mailers, Google campaigns, Cold Calls etc) and events.
- Have managed and monitored Projects (Full cycle) multiple campaign performance.
- Planned and initiated Google Search Engine optimisation for our hottest cloud computing OnDemand ERP product, which brought in huge revenue for 2nd and 3rd Qtr.
- Setting up individual and team targets to meet business targets & Objectives
- Regular follow-ups with the regional sales managers for lead status and feedback and cross check with the client on the same.
- Close coordination with outsourced vendors for lead generation activities (lead the training team to meet our requirements, analysing their call reports etc)
- Obtain competition information and Maintain MIS of Marketing and Sales
- Planned and have implemented many result driven campaigns with 40%+ ROI
- Ensure that there are continuous improvements / developments in the process as required.
- Studying, analysing, presenting and reporting the team performance to the senior management.
- Documenting and updating demand generation processes.
- Conduct Interactive Systematic Team Review meets to close critical action item on regular follow-up.

Voluntary Responsibilities:

- Have willingly involved in Boosting the Sale of our existing CRM by providing innovative Functional & Technical feature for enhancements.
- Subordinates salary report.
- voluntarily involved in innovative PPT presentation on the process and business flow of the Marketing structure to the team
- When there were critical requirement for closing an order or for organising an event outside Chennai, I have taken travelled to help my management.
- Initiated, planned and conducted SME Campaign at Ambattur and we were able to sign contract with three major clients

RESTAURANT MANAGER AT MARRY BROWN RESTAURANT CHENNAI.

SEP 2001 » MAY 2006

RESPONSIBILITIES:

- Responsible for increasing Sales in Mount Road, Chennai and provided additional creative guidance to Resellers
- Initiated various promotion campaigns involving live music acts in coordination with local radio and television stations.
- Successfully launched promotional web site geared toward local Sales and Customer Management.
- Focused promotions, link exchanges and advertising toward regional exposure
- Response surveys indicate successful regional penetration and in my service recruited and trained 6 staff.
- Improved cost control in the Spencer's Branch by eliminating waste.
- Prepared the annual budget for the Spencer Branch. This site was consistently in the top three most profitable restaurants in the company.
- Implemented a new 30-day trial offer which led to 30% more sales.
- Provided technical support for the IT division and have installed operating systems
- Provided assistance at the in-house helpdesk providing technical support by phone and in person to the facilities staff.
- Analysed, studied their yearly potential rate to help increase business revenue.
- Obtained competition information.
- Maintained business relations with existing customers by updating them on special offers, festivals and occasions.

ACADEMIC QUALIFICATION



- ❖ MBA Banking & Finance Alagappa University 2010
- ❖ B.Sc Chemistry Women's Christian College 2000

CREDENTIALS & CERTIFICATIONS



- ❖ Ramco OnDemand Product Demo
- ❖ EDK & UDR Training for Designing

AWARDS & RECOGNITIONS



- ❖ Best customer relationship award for the year 2002
- ❖ Highest Sales Award for the year 2003.
- ❖ Performance Award for the year 2010

SOFTWARE & TOOLS SKILLS



- ❖ Operating System : Windows & Office
- ❖ Technical : Oracle SQL / PL SQL
- ❖ CRM : Salesforce

PERSONAL DETAILS



- ❖ Date of Birth : 01-01-1978
- ❖ Nationality : Indian
- ❖ Permanent Address : #58 , Pillayar Koil st, Kanagam,Taramani, Chennai 600113 India

