



SALES & MARKETING SYNOPSIS



Passionately Selling & Marketing of Advance Analytics, Cloud ERP & CRM solutions for 10+ Years. Currently Managing Large Size Corporate Accounts, Partner & Alliance, Demand Generation, Marketing & Communication.

10 YEAR SUMMARY



- ❖ Performance-driven Accounts Management by cementing new client relationships, stimulating new business and strategically securing our corporate accounts in highly competitive sectors across Geographies.
- ❖ Expanded and managed professional relationships with key decision makers with an emphasis on optimizing sales and customer satisfaction in a highly competitive market place.
- ❖ Provided turnkey solutions along with cost saving initiatives that enabled customers and qualified prospects from diverse industries to maximize their efficiencies.
- ❖ Managed, trained and developed up to 16 sales team, who became the core Profit Centre team. Later this small team started executing result driven Business Strategies.
- ❖ Recognized with a quarterly award for motivating continuously to find new opportunities through prospecting and cold calling.
- ❖ Championed a multi-partner customer marketing strategy and expanded geographical coverage. Which later grew in sales by 30% in a year while leveraging the partner's balance sheet.
- ❖ Handled all warm leads and successfully turned 75% of leads into active accounts.
- ❖ 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 managing the team & Demand Generation in year 2011
- ❖ Created sales growth strategy through strong, consistent follow-up, account servicing, and quick response to client needs.
- ❖ Generated marketing strategy and executed rollout plan for new products
- ❖ Helped maintain and create client relations in person, over the phone, and by email

SKILL SUMMARY



- Sales Force Admin 201
- Competitive Analysis
- Event Management
- GTM Planning and Execution
- Lead Management
- Strategic Marketing
- Strategic Planning
- Proposal Preparation
- Image Branding
- Executive Presentations
- Client Relationship Mgt
- Partner and Account Mgt

PROFESSIONAL EXPERIENCE



Team Manager - Sales & Marketing @ BAHWAN CYBERTEK LTD

AUG 2013 » TILL DATE

RESPONSIBILITIES:

- Identified ways to analyse our Global Industry market and provided research decisional reports which later won many deals for my Corporate Accounts Team
- We push the demand generation team to understand the customer domain and Position the solution vide WebEx with client decision maker to get quicker buy-ins
- Weekly Industry specific campaign through various social media channels was executed and increased our sales pipeline generation by 30%
- Transformed my company portal to more customer centric portal by using our IT team to integrate with **Pardot** Marketing Automation Tool.
- Demonstrated success by building good client relationships with Senior management and the Partner Community.
- Initiated the idea to deploy hoardings in main Airport terminals about my company and steered this initiative to attract many prospective which later turned to customers
- In Addition to my current role, built and created High energy, self-motivated team and synergized them with training to think outside of the box
- Consistently motivated sales team and worked closely with executives to create incentive plans
- Created a team lead manual capturing key sales process & best practices to help improve the success of the sales team with proper sales techniques
- Overall most appointments made in February and consistently ranked top 3 team lead for the entire company with offices in 3 different states
- Raised customer satisfaction by 19% within 60 days, exceeding client target
- In whole, I am accustomed to work in a fast-paced challenging environments with my ability to quickly think and succeed with my vast multifaced 10+ years of exposure.

TEAM LEAD AT RAMCO SYSTEMS LTD, CHENNAI

JUN 2006 » AUG 2013

RESPONSIBILITIES:

- Created & built the core 20+ member team from scratch to generate high volume sales for Ramco Cloud ERP, which in 5 quarters resulted in 100 + client growth. Later I was moved to another account to build another team with same Strategy where I build 40+ Team for HCM and Aviation.
- Identified Business Industry trends to enable my team to create revenue growth contents (PPTs, Mailers, Banners, Newsletters Weekly Mailers)
- Took initiative to involve in the Digital Transformation and automating of our Ramco OnDemand products vide Web Forms, Videos, Slide Share, Back Slashing.

- Involved with stakeholders for aligning marketing solutions and later integrated with our “GO TO MARKET STRATEGY”
- Seeing my unique skills, I was sponsored by my office to represent the “COMMERCE INDUSTRY TREND FORUM” conducted at Trade Centre, Chennai on March 2011 where I spoke about Ramco OnDemand Product modules which converted 8 new clients in a single quarter.

ADDITIONAL RESPONSIBILITIES:

- Plan, Recruit, Train, Delegate tasks and assist and later monitor the progress against task and managed all in-house and vendor marketing executives for demand generation through various campaigns (Mailers, Google campaigns, Cold Calls etc) and events.
- Have managed and monitored multiple campaign Projects (Full cycle from scratch to GO-LIVE).
- Planned and initiated Google Search Engine optimisation (SEO) for our 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.
- Passionately 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

MANAGER AT MARRY BROWN RESTAURANT CHENNAI.

SEP 2001 » OCT2004

RESPONSIBILITIES:

- Responsible for increasing highest Sale 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 and 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 ERP Oncloud Product Demo
- ❖ Ramco EDK & PDK Training
- ❖ HubSpot Certifications
 - ❖ Inbound Marketing
 - ❖ Email Marketing
 - ❖ Sales

AWARDS & RECOGNITIONS



- ❖ Best Customer Relationship Award - 2002
- ❖ Highest Sales Award - 2003.
- ❖ Performance Award - 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