



## SUMMARY

Robust leadership experience of 19 years in domain of P&L management, revenue enhancement, strategic alliances, and global business development in ICT sector viz. Global Multinationals, IT-ITES, BFSI and Manufacturing. Spearhead profit centres, startup enterprises, double digit market growth, account management and large cross functional teams for recording ROI intensification. Drive divergent roles of Region Head, Country Sales Head, Account Director whilst establishing sturdy liaison with global, strategic & regional partners. Devise competent profit driven models, business transformation and sales/marketing strategies for recording yield output along with multicultural skills in performance management and business value. Contribute ingenious strategic initiatives for nailing business challenges and providing sturdy guidance for entire progression cycle from conceptualization to implementation. Possess dexterity in driving relationship management, CXO engagements, customer satisfaction index and team management. Adept at aligning processes to reengineered initiatives, internal control boost besides developing capability of large qualified teams.

## EDUCATION

2011	<b>INDIAN INSTITUTE OF MANAGEMENT (IIM), Ahmedabad</b> <i>Senior Management Program - Strategic &amp; General Management</i>
2002	<b>INSTITUTE OF MANAGEMENT TECHNOLOGY, Ghaziabad</b> <i>Master of Business Administration (MBA) - Marketing</i>
1996	<b>CALICUT UNIVERSITY, Calicut</b> <i>Bachelor of Engineering - Electronic &amp; Communication</i>

## CORE COMPETENCIES

*Strategic Business Leadership | Information & Communication Technology | Market & Wallet Share Enhancement | Business Value | P&L Initiatives | Business Development | Profit & ROI Growth | CXO Engagement | Progress Strategies | People Development | Change Management | Account Management | Training & Development | Relationship Management | Stakeholder Management | Strategic Alliances | Customer Satisfaction Index*

## PROGRESSIVE ACCOLADES

- Accomplished 1<sup>st</sup> domestic deal of WFO solution to existing customer, which is foremost deal across APAC in company history thereby being awarded 'Aspect Deal Star Award' - Aspect Software (2015)
- Bagged 1<sup>st</sup> '05 Year APAC Deal for Cisco ScanSafe Cloud Web Security Solution' for enterprise cloud services (XaaS models) - BT Global Services (2012)
- Awarded 'Individual Excellence Award' for enhanced visibility for APAC business by CEO-BT Global Services - BT Global Services (2012)
- Awarded with 'BTGS Role Model Award' by India team for demonstrating company values and key behavioral principles of trust, interdependency and customer activism - BT Global Services (2011)
- Received 'Early Bird Award' in 2006 by Managing Director of Jabra APAC (Asia Pacific) region for achieving annual sales target within 9 months - Jabra - GN Netcom PTE Limited (2006)

## TRAININGS

- *Building Individual Team & Organizational Performance by Stephen R Balzac, Singapore 2008*
- *Effective Decision Making and Leadership by Henrik Essen, Singapore, 2007*
- *Personal Development & Leadership by Shiv Khera, New Delhi, 2001*
- *Team Building, Critical management, Account Management & Powerful Selling (Offsite/Online Modules)*

## EXPERIENCE

Jul 14 - Present	<b>ASPGulf, Dubai</b> <b>Regional Director - Dubai, Northern Emirates</b> <ul style="list-style-type: none"> <li>▪ Attained strategic partnership with HP, Wipro, CSI and Tecomic, acquired 05 new logos through partners and recorded elevated customer satisfaction index with high channel loyalty</li> <li>▪ Launched sales campaign management, recorded incremental pipeline of USD \$4 Mn. with new initiatives/customer technology workshops whilst creating healthier customer mindshare</li> <li>▪ Steered company to No.1 position, achieved AOP (annual operating plan) and seeded global accounts resulting in replicating India driven strategic initiative in other parts of globe too</li> </ul>
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Dec 10 - Jul 14  
Apr 13 - Jul 14  
Dec 10 - Mar 13

- Determined organisation structure in alignment to various stakeholders thereby leading to enhanced communication and collaboration among clients, sales teams & cross function teams
- Augmented ROI, generated leads with 5x pipeline growth, held technology workshops, aligned to joint GTM strategies, implemented marketing and sales plans and initiated group discussions

**Emirates Computers, Dubai**

**Account Sales Director - Networking Integration (NI) Biz**

**Account Director - Global**

- Augmented sales turnover from USD \$11 Mn. to USD \$18Mn. whilst leading network integration business transformation structure and driving leadership and ROI accountability
- Spearheaded CXO interactions and customer communications for further developing growth conduit at robust margin levels
- Enhanced wallet share from 22% to 48% in incubation accounts in 2013-14 along with improving pipeline to conversion ratio from 27% to 41% on key projects viz. PepsiCo, Nestle and Ericsson
- Formulated strategic partnerships with domestic technology partners via innovation commercial models that contributed to additional pipeline of USD \$11Mn.
- Attained volume growth of 72% and value growth of 64% in 2013-14 by executing varied strategies with bottom line objectives for productivity, profit innovation and talent recruitment
- Contributed >60% augmentation in topline from last year and 16% in EBIDTA (earnings before interest, taxes and amortization) achievement
- Increased ARPA (average revenue per account) by >40% by targeting new market segments and selling vertical based ICT solutions whilst contributing to new customer acquisition
- Acquired 16 new logos in 2013-14 across all verticals thereby achieving distinction of acquiring large competition accounts by utilizing manage services model and direct partner led approach
- Handpicked to function as Accounts Sales Director basis growth delivery, strategic relationships with OEMs and selling OEM branded network infrastructure services to global accounts

Mar 09 - Dec 10

**DIMENSION DATA ME, Dubai**

**Regional Sales Head**

- Led revenue accountability of USD \$74Mn. with 112% achievement against annual plan targets for region across all verticals with aid of 14 key team members
- Spearheaded P&L (profit & loss) management besides classifying growth avenues, delivering performance goals, rationalizing customer base and focusing on top 10 accounts per vertical
- Augmented market share from 23% to 38% by leveraging on strong OEM (original equipment manufacturer) relationships besides creating positive mind share for DC value plan
- Acquired end-to-end services management contracts with revenue contribution of >USD \$3 Mn. besides instituting order minimums that raised real margins by >6% via value added selling
- Achieved 3-year record low DSO (day sales outstanding) for region from 75 days to 48 days by working closely with finance, legal, OEM and customers to renegotiate on better terms
- Established company at No.2 position in from No.4 by enhancing revenue for networking, security, data center & storage, Microsoft solution, contact centre and unified communications
- Forged strategic alliances with global partners viz. Cisco, Microsoft, Riverbed, Bluecoat, Tandberg, McAfee for enhancing DC (Datacraft) business in region
- Solidified sales targets basis research assessment and pricing/margin management control besides taking strategic initiatives for transferring competition accounts across all verticals
- Managed segmentation of accounts into incubation thereby resulting in better focus on each segment resulting in incremental wallet share in existing accounts and acquisition of new logos

Feb 05 - Oct 08

**JABRA - GN NETCOM PTE LIMITED, Dubai**

Oct 07 - Oct 08

**Country Sales Director - Contact Centre & Office**

Feb 05 - Oct 07

**Assistant Sales Director - Contact Centre Business**

- Initiated startup enterprise by commencing operation with USD \$600K and market share of 6% which were augmented to USD \$4.2 Mn. and 22% respectively in span of 3.5 years
- Established CXO engagements and consultation based sales relationships with key economic buyers, user stakeholders and technical planning influencers within key accounts
- Launched business unit in India called Jabra Asia in 2005 to develop partner business with focus on large BPO (business process outsourcing) and SI accounts
- Delivered growth in sales and profit YOY (year-on-year) with CAGR (compound annual growth rate) of >40% in 3 years along with managing control of MOP (market operating price)
- Instituted strategic partnership with Avaya thereby growing their business to 72% from USD \$200K to USD \$350K
- Liaised with finance/legal teams and channel partners to renegotiate for better terms thereby optimizing collections for India region from 75 days to 60 days

Dec 02 - Jan 05    **RELIANCE COMMUNICATIONS LIMITED, Thrissur**  
Sales Manager - Enterprise Products & Services

May 99 - Nov 02    **AVAYA GLOBAL CONNECT LIMITED, Thrissur**  
Sales Manager - Strategic Accounts

Aug 96 - Apr 99    **PARSEC TECHNOLOGIES (I) LIMITED, Thrissur**  
Senior Area Sales Engineer

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