

NAME SURNAME

Growth Catalyst, Turnaround Specialist, Technical Sales Specialist –
Information Technology (IT) Software Business

AREAS OF FOCUS

SALES

- Business Development
- Account Management
- Client Relations
- Negotiation
- Resellers & Partnering
- Institutional Sales
- New Business Acquisition

MARKETING

- Market Research
- Analysis & Planning
- Solution Development
- Product Launch
- Online Involvement
- Events

BUSINESS ACUMEN

- Profitability
- P&L Accountability
- Budget awareness
- Stakeholder Relations
- Regulatory affairs
- Human Capital
- Training & Development

I AM LOOKING FOR

As a Seasoned techno-commercial professional looking forward to be part of IT, Technology and Software organizations, leading sales and propelling ROI. I would like to drive sales enablement in the digital transformation journey in the areas of Cloud Platforms and Technologies (SaaS, Paas, IaaS) Internet Of Things (IOT), Artificial Intelligence (AI), Machine Learning (ML), Big Data & Data Analytics among others.

ACADEMICS

2005: PMI Certification Course
1997: MBA Marketing
1992: B.Sc., Maths

Name Surname is a recognized Sales leader, Technology Sales Strategist and Business Development Specialist with over 20 years of experience in Information Technology (IT)/Software overseeing business optimization, expansions, streamlining of sales processes and introducing strategically designed technical solutions to meet a clients need. A driven individual, comfortable in handling key accounts while exceeding service expectations. Possessing an outstanding track record of understanding, defining and shaping capital, and the creation of potential framework for YoY increase in revenue, Ganesan is recognized as a Business Development strategist who builds strong, dedicated client relationships and partnerships based on trust.

Accredited as a leader with an entrepreneurial spirit who leads companies to growth and market differentiation with a record of generating new business opportunities and developing lucrative partnerships, retaining key accounts and pitching for business continuity/growth from existing clients. With an inherent expertise in consulting for long term and short term business needs, he provides tactical inputs to support the development of business and technology road maps while holding close ownership of building high revenue sales strategies and teams focused on optimum ROI and tangible results.

DOMAIN EXPERTISE



SPECIALITIES

Credited for expertise in formulating pivotal revenue turnaround strategies and growing business significantly focused on solutions-based projects, management disciplines, administration, and consultancy services in IT industry. His areas of focus revolve around:

- Building relationships with partners and customers and working with them to create new business opportunities.
- Propelling business growth with existing strategic & transactional clients.
- Developing new geographies and assessing the opportunities they provide to grow the business.
- Sourcing new assets that will increase market presence and help protect commodity flows.

SIGNIFICANT CONTRIBUTIONS

ORACLE INDIA PVT LTD

- Won the “Top Gun/Quota buster” award for the financial years FY 14-15 / FY 15-16 / FY 17 - 18
- Achievement of 125% of the quota for fy 17-18.
- Achievement of 119% of the Quota/Revenue on assigned territories for FY 16-17.
- Achievement of 137% of the Quota/revenue on assigned territories for FY 14-15
- Ensured maiden entries into unchartered accounts/ territories branded always as “Cost conscious”.
- Build working relationship with License Account Managers, Partners, customers & ensure that Oracle University’ (OU) Learning Credits (LCs) for Cloud and On-premise solutions is sold as an attach.
- Responsible for maiden entries into BFSI accounts including **Sundaram Finance, South Indian Banks(City Union Bank, ABC Bank, ABCDE Overseas Bank, ABC Bank,etc)**, & other financial institutions.
- Oracle Cloud University (OU) Account Manager for **GE, Deloitte, Hitachi Consulting**, etc in India. **Responsible for over USD\$500k revenue from GE over the last 3 years.**
- Responsible for complete Account Management with leading SI accounts & doing a bottoms-up approach with accounts including Deloitte, Hitachi Consulting among others.
- Organize & drive “Techdays & workshops” for customers towards technology purchase/adoption.
- Accountable/Responsible for partner management and alliances in the region.

SOFTWAREONE INDIA PVT LTD

- Designated Single Point of Contact (SPOC)/Enterprise architect with the largest & marquee client of SoftwareONE- Program manage & drive initiatives both from pre-sales as well as deployment perspective- **Excellent CPE ratings in Quarterly Business Review (QBRs).**

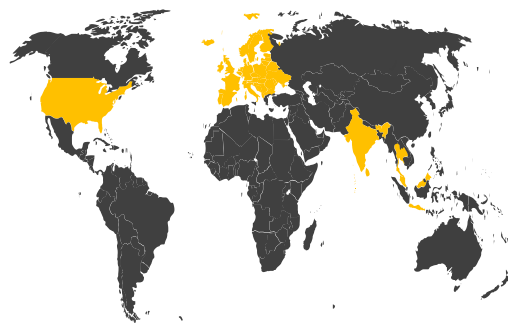
MICROSOFT CORPORATION

- Work with Account Managers (AMs), target specific accounts (1:100) to accelerate revenue opportunities.-Cycle through these accounts on a quarterly basis based on territory planning and campaign outcomes- Achieved quota of **USD\$17 million for the FY 12-13.**
- Own and manage deployment metrics for on-premise & cloud workloads. Ensure timely deployment of technologies across board working alongside partners thereby increasing annuity penetration- **Ensured Windows & Office deployment green throughout the year @ 105%.**
- Identify technology gaps using Infrastructure Optimization (IO) profiling, work in the capacity of technical pre-sales, and align with the customer’s priorities- Rein the orchestration of Sol. Partners, STU, Premier, Consulting, and BG engagement into CAM Territory customers- Focus on **Datacenter(Windows/Systems Center), Windows client, Windows Azure, Office 365 cloud, SQL & Productivity (Exchange, Lync, Office, & Sharepoint)** workloads revenue /scorecard metrics through direct client interactions, & through partners:

WIPRO INFOTECH

- Responsible for **Complete P&L** in the region for the Core Infrastructure (Core IO), and Business Productivity Infrastructure Optimization (BPIO) in Microsoft practice & service areas.
- Dual responsibility and accountability to both Region as well as HO functions.
- **Achievement of USD\$7 million for two years, FY10-11, and FY11-12 with an average bottom line achievement of 45%.**
- Effected entries in unchartered technology areas with Out Of Box and Proven approaches. Customer base include- **Premier Bank, Large Infrastructure Company, State Government entities, Prestigious University, World’s leading watch manufacturing company, Renowned consumer electronics & IT Products Company, Top tier IT services company among others.**
- Received “Titan” award in recognition of performance being the “**Best Pre-sales/Sales**” role FY 10-11
- Received “**The Best Regional Services Sales/Pre-sales person**” award, MSBU services FY 10-11.
- Ensured MSBU services achieved the “ **Best Region Award**” for 2 consecutive years; FY10-11, and FY11-12.
- Worked in tandem with the practice, and service teams to enable maiden entries in the “Media-streaming”, “Bid management system”, and “DMS” spaces.

GEOGRAPHICAL REMIT ACROSS MY 20+ YEARS OF EXPERIENCE



SIGNIFICANT CONTRIBUTIONS

INTELLISYS TECHNOLOGY LLC

- Achieved over USD\$ 5 million between FY 06-07 & FY 09-10.
- Establishment of **Partner Eco-system** from scratch with complete focus on new business generation, and repeat business
- **Leverage social networking tools including Linked Inn, Twitter, and Facebook** formed the core of strategy, while the entry points used were the **networking events organized by various groups including MICROSOFT, ITA, TIE, Compliance & Security groups** coupled with executive sponsorship meetings enabled seal the partnership agreements.
- Responsible for driving the set of Microsoft certified Gold, Silver, and Bronze partner for forging relationships in the “Microsoft Dynamics” space. Reached out to over 500+ partners to forge appropriate relationships.
- Accountable for **organizing and participation of events** in collaboration with QAI, IIST, C-SPIN, CQAA, ITA, TLA, SIM, Better Software, Microsoft etc. and managing all activities for soliciting prospects and customers to these events
- **Established 6 new relationships** from scratch including:
 - A content management/talk show company
 - A product development company (Online Microsoft products selling company)
 - An embedded technologies company
 - A software product company targeting travel Industry for a number of short term engagements
 - A digital solutions firm- Partnership for government businesses (as minority vendor)
 - A leading full service telecom solutions provider
- Instrumental in **repositioning offerings** in Application Development, Software QA services, and associated Value proposition by turning around communication to market including redesign of marketing collaterals

ISG NOVASOFT

- **Spearheaded SAP Business Development** and other **Application Management Outsourcing initiatives** in addition to handling new customer acquisitions from assigned territories
- **Effected maiden contracts** for ISGN Application Management Outsourcing services and provided the much needed reference for ISGN in the Indian market (FAL & SAME Tractors)
- **Instrumental in helping ISGN win “SAP services partnership”**- Reference available in Linked Inn.
- **Played a vital role** in assisting the European team to **redesign their sales and partner strategy**– Brought in renewed focus through through innovative ideas on referral partners, websites etc.

CHANGEPOND TECHNOLOGIES

- **Built, forged and managed relationships with leading partners in Malaysia and Europe**
- Instrumental in forging relationship with past pedigree with **Clamon, Denmark** who in-turn helped **gain entry into Danish, and other European markets.**
- Managed partner relationships with leading solution providers **including Sapura, Ascendsys, Hitech Padu, Messiniaga, and Solsis Malaysia** in the healthcare space.

KUMARAN SYSTEMS PVT. LTD.

- Influenced the entry into several markets for various platforms and services- Independently manage Proof Of Concepts(POCs) by demonstration & drive technology discussions with end clients.
- Established entry into UK market through direct presence – bagged orders from **United Kingdom Defense – Royal Air Force, Tracker Network, UK tube systems, Intertek Testing Services, Gallaher and Patterson Payroll Services** and in Singapore’s **Deutsche Bank, Singapore Polytechnic, Freight Links** to name a few.
- Oracle Financials migrations and development arena – TI Cycles for fresh development of customer’s Application on Oracle 11i suite (GL, AP, and AR) in tandem with Price Waterhouse Coopers (PWC)
- Established Re-engineering projects on Oracle/Microsoft platforms in prominent firms such as **HDFC, ITC, FLCI, TI Cycles, TCS**
- Data warehousing arena (along with Microsoft) – bagged maiden orders from Airports Authority of India, and Oil and Natural Gas Corporation.

SERVION GLOBAL

- As a product manager ensured the right marketing strategies were implemented to ensure product pricing, promotions, and packaging solutions were strategically put in place for Servion computer telephony integration’s (CPI) – Response Application Platform

POLARIS

- Key sales strategist and evangelist leading successful penetration in retain automation software in South Indian market.

KEY DELIVERABLES

SALES ENABLEMENT

- **Sales Leadership** – provides leadership over resellers, solution partners, sales overlays, and inside sales including service contract management.
- **Sales Strategy** – includes assessment of the go-to-market model, territory coverage strategies, evaluation and implementation of sales methodologies, analysis of sales metrics, and forecasting and pipeline management.
- **Sales Excellence** – develop sales enablement training programs for both product and sales methodology, provide inputs to management and partners on technology/market trends, competitive benchmarks, help in developing of sales mentoring programs, and align best practices on guided selling and onboarding of new hires.
- **Sales Organization** – play a role in hiring, developing sales territory strategies, developing compensation plans, and developing tools for effective communication.
- **Business Analytics** - Provide business analytics that will support the development of short and long term strategic plans, implementing those actions to achieve desired performance metrics. Responsible for the monitoring, measurement, and reporting of those key performance metrics and work with the organization toward continual improvement of the results.

STRATEGY AND PROCESS IMPROVEMENT:

- Demonstrate ability to drive discussions, shape solutions, and elevate the brand awareness through clear and consistent subject matter expertise in:
 - Technology industry acumen
 - Technology strategy expertise
 - Technology implementation lifecycle expertise
- Develop client-ready solutions across their problem sets
- “Own” overall project success, measuring performance against assignment charter
- Demonstrate ability to structure, plan and execute problem solving against management’s key investment areas, resulting in actionable recommendations
- Take leadership in adjusting approach to create operational efficiencies and competitive advantage.
- Addressing threats and risks associated with information security; and using experience and judgment to oversee, question, and provide input on technology budgets.
- Look for hybrids and cast a wide net, straddling business and technical worlds, bringing a paradigm shift in business to view technology not as a cost, but to leverage it for competitive advantage

CLIENT LEADERSHIP

- Learn, practice, and master complex program leadership and change management skills aligned to our GT S&PI capabilities, including:
 - Demonstrate ability to communicate with and align senior stakeholders against a common goal
 - Plan, mobilize, and drive change for complex, highly-matrixed efforts through leadership experience, tools, and processes
 - Identify corrective actions for in-flight efforts
 - Influence client stakeholders to take action / facilitate buy-in of recommendations with minimally invasive strategies
- Demonstrate ability to clearly communicate in all written and oral mediums
- Act as trusted advisor to peers, with advice sought by clients beyond scope of engagement

TEAM LEADERSHIP

- Manage project portfolio and manage demand with project priorities; create teams with right mix of skills, experience, and backgrounds for each client
- Harp on values to build a positive vibe towards organic collaboration rather than institutional collaboration

WORK EXPERIENCE

- Since 2014
Oracle India Pvt Ltd.,
Regional Sales Manager
Oracle Cloud University
India, Sri Lanka, Maldives
- 2013 to 2014
SoftwareONE India Pvt Ltd.,
Solution Sales Specialist
- 2012 to 2013
Microsoft Corporation India Pvt Ltd
Corporate Technology Strategist
Tamil Nadu, AP
- 2010 to 2012
Wipro Infotech Ltd
Regional Sales Manager
Karnataka, Kerala, Goa
- 2006 – 2009
INTELLISYS TECHNOLOGY LLC
Senior Business Manager
Oakbrook,IL - United States
- 2005 – 2006
ISG NOVASOFT TECHNOLOGIES LTD.
Senior Business Development Manager
Global Marketing & Sales Support
Chennai
- 2004 – 2005
CHANGEPOND TECHNOLOGIES
Business Manager
UK & Malaysia
- 2001 – 2004
KUMARAN SYSTEMS PVT. LTD.
Business Manager
UK | Europe | Asia pacific
- 2001 (7 months)
Servion Global Solutions Pvt Ltd
Product Manager
Chennai
- 1999 – 2001
KUMARAN SYSTEMS PVT. LTD.
Business Manager
UK | Europe | Asia pacific
- 1997 – 1999
POLARIS SOFTWARE LAB LTD.
Executive Sales & Marketing
Chennai