

**ACCOMPLISHED PROFESSIONAL - Growth Strategist & Executive Driver for Global Business**

✦ **-Drove positive impact to business results, steered growth and strengthened stakeholder relationships-** ✦

23+ years of notable success in driving 360-degree, ROI driven, competitive strategies that reached out to global markets & key accounts and delivered sustained top & bottom-line growth in rapidly changing environment across APAC, India & ME regions  
 Acknowledged for building high-performing teams, independently managing & turning-around strategic business units, and creating high-personal equity while working with reputed organizations

 **PROFILE SUMMARY**

- Effective and accountable in high-profile executive roles:** Brought in **new business through key accounts and establishing strategic partnerships to increase existing and new revenue streams.** Monitoring strategies to enlarge the core market, based on market research data while conceptualizing, planning and implementing process to drive volume profitable and sustainable growth. **Accomplished Leader** with talent in directing cross- functional teams and enabling knowledge-sharing amongst; problem-solver with strong negotiation, analytical and team-building skills.
- Keen Strategist and seasoned professional with extensive experience and proven success** in developing strategy that will allow leadership to cultivate and enhance meaningful relationships with targeted, high-level external audiences, including the key influencers. Demonstrated business acumen in leading and managing the operations and contributed higher rate of growth. Enterprising leader who has effectively **contributed towards** enhancing organizational processes through initiatives geared towards **lowering risk, heightening productivity & improving internal controls; steered P&L responsibility for India and APAC**
- Providing Technology Service Solutions & Strategy Consulting including Internal Operations** for external & internal customers. Honed with skills to view larger picture & articulate vision of organization through short-term & medium-term goals. Business acumen coupled with in-depth **knowledge of methodologies, risk management & account management abilities.** Deft in handling of various **industry verticals as BFSI, Govt. Logos, GICs, Technology, Manufacturing, Hi-tech , pharma & other sectors for Global, Private & PSU customers**
- Catalyst of Change with zeal to drive Visions into Reality:** Assisted organizations to achieve operational excellence at lowest cost by **mapping process requirements and implementing customized technology-based solutions for process automations/improvements.** Deployed technical expertise with strong business acumen & operational understanding; ensured all **strategies and activities align with corporate goals.** Extensive understanding of **Products, Licenses, Services, Solutions & System Integration in the IT & ITES domain**

**AREAS OF IMPACT**

<b>Strategic</b>	- Strategy Ideation & Conceptualization	- Business Growth /Revenue Expansion	- Sales, Marketing, Branding Strategy
	- Budgeting/ Resource Planning	- Turnaround & Change Management	- Global Market Penetration
<b>Managerial</b>	- Strategic Alliances/Tie-Ups	- Cross-Functional Coordination	- Team Building & Leadership
	- Profit Centre Operations	- Client Relationship Management	- Bidding & Tendering (RFPs/RFQs)
	- Cost Saving Initiatives	- Negotiation/ Deals Finalization	- Talent Acquisition & Management
	- Portfolio/ Key Account Mgmt.	- OEM / Vendor Engagements	- Market / Competitor Analysis
	- Consumer Trends/ Insights	- Risk Management/ SLAs	- Process Improvement/ Automation

**NOTABLE ACCOMPLISHMENTS ACROSS THE CAREER:**

- Delivered strong results in growth, revenue, **operational performance and profitability at Birlasoft India;** recorded key milestones like:
  - Built the India / APAC geography from scratch** including hiring of sales team and successfully spearheaded the combined entity of APAC merged with IMEA with USD 20M plus yearly revenue growth from USD 10M
  - Acquired **coveted brands / logos as well as expanded existing ones** like AXA, All State, Daimler, World Bank, Indian Customs, HSBC, Fidelity, Bank of America, SCB, ICICI group, Tata group, Canon, Baxter and others
  - Scaled-up growth by 50% across struggling geographies** including **Australia, Singapore, Malaysia, Hongkong (SE Asia) & India(focus)**
  - Improved gross margins of all geographies, including India in excess of 40% across industry against low margins of <20% earlier
  - Nominated for **Chairman Circle Top-Most Initiative in Group amongst top 100** from 25K in Jul'14
  - Recognised as the **Best Sales Leader in the Company** by CEO & COO in 2011.
  - Selected for key initiatives for attaining commercial excellence and evolving pricing strategy in 2012 among 75 leaders globally
- Played a key role in leading and **executing multi-partner, multi-product, multi-solution SI deals both through RFP build-up and Direct Selling at HCL Infosystems;** successfully:
  - Scaled-up revenue from INR 400M to excess of INR 1250M and profitability from 10% to 25%**
  - Started the Pvt. Banking & Insurance Vertical Revenue Stream & acquired accounts like HDFC, ICICI, Axis Bank / Group and others
  - Built the **BFSI vertical; initiated 1st time deals for HCL in the areas of Core Banking, Core Insurance, Digital**
  - Bagged new PSU accounts like **Central bank of India, New India Assurance, Bank of Baroda, Bank of India, etc.**
  - Awarded as Star Performer by the CEO for exceeding revenue targets in 2005/06 & 2007/08
  - Achieved Best Sales Person Award for getting high revenue orders in 2007

 **CAREER TIMELINE**





Sep'96 – Nov'99

Dec'99 -Apr'01

May'01 – Jun'03

Aug'03 – Jan'10

Feb'10 – Apr'19

June'19 – May'20

Cable Corporation of India as  
Sales Officer

HCL Infosystems as Sr  
Business Manager – BU Head

Executive MBA from Indian Institute of  
Business Mgmt. & Studies , Mumbai



## LEADERSHIP EXPERIENCE

### Feb'10 – Apr'19: Birlasoft (India) Ltd., Mumbai last designated as VP Sales / Geo Head (Asia Pacific & India)

Growth Path: Sales Head - India & Middle East (Feb'10 – Nov'13) ➔ Vice President Sales / Geo Head - Asia Pacific & India (Nov'13 – Apr'19)  
Joined in 2010 to Head the BFSI Vertical for India / ME Geography, by 2012 was heading the entire geography. In 2013 an organisation change was effected and APAC geo was merged with INDIA / ME Geo to form one geo and was given the charter to head this merged entity

#### ACCOMPLISHMENTS

##### Vice President Sales / Geo Head (Asia Pacific & India)

Nov 2013 – Apr 2019

- Spearheaded **complete P&L responsibility of APAC, India & ME Geographies**; developed clientele, ensured proper spread of revenue & risk in accounts with maximum customer contribution; recorded **key achievements like**:
  - Increased geographical presence through precise campaign** designing to acquire new logos.
  - Increased wallet share & stickiness in business by motivating and enabling team to **enhance quality of revenue in type of engagements across existing/new accounts from 10% to 75%. Growing logo's locally & globally too.**
- Devised & **effectuated strategies** for effective positioning of service offerings, **customer acquisition & deal finalisation**; won:
  - Prestigious **order for setting up a 100-seater ODC with the leading German Automobile Manufacturer – DAIMLER**; *this was the first ODC awarded by Daimler in India*
  - Multi-year/Big contracts Eg. - **Central Board of Excise and Customs – 2.5 MN USD 3-year deal, World bank – 15 MN USD 3-year deal**
- Pivotal in negotiating pricing for customer/ account engagement ensuring **optimization of FT revenue; saved costs by configuring manpower from 15 to 10 people**, reportees include Australian Nationals

##### Sales Head - India & Middle East

Feb 2010 - Nov 2013

- Directed a team of 20, including 5 direct reportees and **managed India & ME business with revenues in excess of USD 10M**; pivotal in:
  - Growing and **doubling the revenue from USD 6M to 12M** and increased gross margin from 25% to >40% consistently from 2011
  - Achieving quality of revenue with type of engagements and **ensuring Good Order Book lockin from 40% to 70%**
- Designed & **implemented the core GTM strategy for the geography with entire P&L responsibility**; successfully:
  - Established & led the Mumbai Delivery Centre to manage customers across Mumbai & Pune
  - Built **strong rapport with partners viz. Microsoft, Oracle, HP, IBM, CA, & Thomson Reuters**
  - Started Insurance Segment with prime customers like **AXA and All State**, as one of the biggest revenue generators
- Drove **business from prime accounts like Fidelity, RBS, AMEX, HSBC, GE, Merrill Lynch-BOA, BNP Paribas, Morgan Stanley, SCB-SCOPE, World Bank, Oracle GSD/ SSI/ Managed Services, Societe Générale, Dept. of Customs, ING Vysya, PWC, AXA Global, Canon** and others
- Liaised with Domain & Technology Verticals to identify offerings to be developed for Geo trends; **reduced attrition of sales team from 60% to 10%** by capability enhancement

### Aug'03 – Jan'10: HCL Infosystems Ltd., Mumbai – Financial Services Business Unit ( BFSI )

Growth Path: Account Manager (Aug'03 – Jun'06) ➔ Business Manager (Jul'06 - Aug'07) ➔ Sr. Business Manager – BU Head (Aug'07 – Jan'10)

#### ACCOMPLISHMENTS

- Led a team of 4 direct reportees for **Sales / Business Growth, New Customer Segment Development / Key Account Management**
- Effectively **managed Pvt. Sector / PSU / Large & Medium Scale Accounts**; built and established long standing relationships with:
  - Major partners like Microsoft, Intel, AMD, Oracle, SAP, Cisco, EMC, HP, IBM, CA, etc.
  - Private/ Public Sector Banks like HDFC, ICICI, Axis Bank, Central Bank of India, Bank of Baroda, Bank of India, Union Bank of India**
  - Co-operative Banks in Mumbai like **Saraswat, Development Credit, Shamrao Vithal, Abhyudaya, Apna Sahakari, Thane Janata, Bassein Catholic, Bombay Merchantile** as well as Financial Institutions like **Dewan Housing, BOB Capital, etc.**
  - General & Life Insurance Cos. as **Life Insurance Corporation of India, HDFC Life, New India Assurance, Om Kotak & ICICI Prudential**
  - Regulatory Bodies like **SEBI (Securities and Exchange Board of India) and BSE**
- Steered **Solutions Selling & Implementation** and **successfully won the**:
  - The first order for HCL after empanelling with Central Bank of India & Bank of Baroda
  - First Order to implement Core-Banking Solution from a leading Co-Op Bank in Mumbai
  - First Outsourcing Contract from Dewan Housing Finance Ltd.
  - First order in the Workflow Digitisation area pertaining to digitising the Cheque processing System at Central Bank of India, a leading Public Sector Bank in the country

## PREVIOUS EXPERIENCE

May'01 – Jun'03: Zicom Electronic Security Systems Ltd., Mumbai as Business Development Manager



Dec'99 – Apr'01: Cable Corporation of India Ltd., Mumbai as Sales Officer (Western Region)



Sep'96 – Nov'99: Bharat Bijlee Ltd., Mumbai; Joined as Junior Officer – Marketing; promoted as Marketing Executive



## EDUCATION

**Executive MBA in Strategic Managerial Economics, International Business and Marketing Mgmt.** from Indian Institute of Business Management and Studies Business School, Mumbai in 2020(2019-2020)  
**Licentiate in Electrical Engineering** from V.J.T.I., Mumbai University in 1996(1992-1996)



## PERSONAL DETAILS

**Date of Birth:** 12<sup>th</sup> October, 1976 | **Languages Known:** English, Hindi & Marathi | **Address:** Thane (W), Mumbai