

ABHAY KUMAR NELATURU



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IIM-L EPSM (2021)



Ex - Salesforce



Ex - Freshworks

Summary

Professional ambassador for partnerships and alliances with more than 6 years extensive knowledge of CRM and other SaaS products. Effective at devising partnership strategy, onboarding, delivering success stories to small as well as large groups and positioning solution as the ideal solution for customer needs and problems. Skilled in listening, public speaking, brand marketing, customer interaction and excellent customer service skills. Always up for tackling new challenges

Skill Highlights

- Partnerships and Alliances
- Strong decision maker
- Business Acumen
- Sales Presentations
- Objection Handling
- Service-focused

Experience

Freshworks - Lead Channel Sales Engineer (EU)

03/2020 – present

Contributed to the partnership growth in the team by solving key technical issues for customers and resellers. Worked in identifying new partners propose agreements to see through successful onboarding and instrumental in assisting new partners become successful. Worked closely with Product Management, Sales and Marketing to stay on top of Industry trends. Helped prospective customers and partners to understand “Why Freshworks is important to their business”

Salesforce - Senior Demo Engineer (Presales)

02/2019 – 02/2020 (1 year)

Responsible for influencing ACV by working closely with Solution Engineers & Account Executives to show customers vision by building compelling demos on Force.com platform to position the product best way possible in a sales environment.

- Influenced more than USD 12M ACV on cross cloud deals building unique solutions for new and existing customers
- Worked with Solution Engineers to create 10 re-usable demo assets
- Worked with Industries product management team to build a quick Flow based solution around Dispute Management
- Participated in SE Workshops and Business Strategic Events

Salesforce - Demo Engineer (Presales)

01/2017 - 01/2019 (2 years)

Responsible for influencing ACV by working closely with Solution Engineers & Account Executives to show customers vision by building compelling demos on Force.com platform to position the product best way possible in a sales environment.

- Build solutions using Salesforce platform in short timelines
- Positioned Salesforce as the ideal product to solve the customers' challenges and achieve their goals
- Worked with a variety of Solution Engineers across globe to understand customer goals and challenges

Persistent - Senior Software Engineer

09/2016 - 01/2017

Researched and Delivered successful systems that meet customer needs. Evaluated feasibility of materializing the requirements on Force.com platform.

- Awarded "STAR Performer" for the best efforts for developing and clearing the Security Review of the first App Exchange solution on
- Salesforce Health Cloud "Team Award" for Health Cloud Application
- Trained 40 software engineers on developing secure app exchange solutions
- Presented Health Cloud solution at a developer event and handled questionnaire around product limitations

Persistent - Software Engineer

08/2014 - 09/2016

Researched force.com platform and developed solutions that are customizable for enterprise level problems.

- Created proofs of concepts for new solutions
- Optimised ongoing projects to improve systems' performance
- Maintained existing projects and ensured compliance with Salesforce Coding Standards
- Ensured consistency in the quality of the application

Education

IIM – Lucknow (2021)

Executive Program in Sales and Marketing

JNTU – HYD (2014)

BTech : Computer Science Engineering

Skill Highlights

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|------------------------------|-----------------------|
| • Partnerships and Alliances | • Sales Presentations |
| • Strong decision maker | • Objection Handling |
| • Business Acumen | • Service-focused |
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