**HARISH KUMAR B SHARMA** 

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## **Objective**

 *To perform challenging roles and responsibilities, in Business Development, Account Management, Marketing, and Consultancy to acquire a unique place in the market with creating success levels and achievement. Participate in the growth of the organization with my experience, knowledge, and efficiency. Develop myself to be competent with evolving IT challenges through experience and learning.* *Be a leader in service Businesses with emerging technology and innovations*

##  **Knowledge Experience**

* Leadership and team building management
* Marketing and Sales Strategies development, implementation, and Monitoring.
* Sales and Marketing consulting.
* Digital Marketing, Brand and Analytical marketing, SMM, SEO, VM, and CM marketing.
* Business Process Management( Designing, Re-engineering, and evaluating process)
* Client communication & relationship management.
* Cloud Engineering, ERP Solutions, Mobile App Solutions, Data Solutions & Business Automation. Business Critical Applications
* Business Development, Account Management, Alliance Management, Channel Sales, and Lead generation.
* Data Analytics, Data Quality, Data Integration, and Data strategies.
* Product positioning and lining. Demand generation
* Client acquisition and client success
* SDLC + Project management
* SAAS sales, OEM product & services sales.
* SAP- SD & S4 HANA module Certified

## **Professional Experience:**

**AIS TECHNOLABS**– **Chief Consultant – Sales and Marketing Consultant (Contractual Role)** [September 2021- Till Date]

*AIS Technolabs is an Ahmedabad-based company, having an office in the USA, Canada, UK, and India. AIS TECHNOLABS offers complete solutions to its client with its IT services, UI/UX services, Staff Augmentation, and SaaS products.*

* As group head for Sales I drive the overall sales process in the domestic and International markets for 3 entities.
* I am involved in defining sales strategy development, implementation, and monitoring. I also take care of demand generation, lead generation, and running the overall sales cycle.
* As an individual contributor I was able to re-design the sales process, which resulted in revenue growth as well as reduced the sales cycle. The new process also proved to be more efficient and result-oriented resulting in 70% more qualified leads.
* As a leader I involve in the sales cycle to ensure that a prospect becomes an opportunity. Once the lead is qualified, I drive the overall sales cycle. Account management is a key aspect in growing the accounts which is taken care by my side at all management levels.
* Customer success journey, customer onboarding, offering solutions, and resolving their pain points have been key roles to deliver.
* Putting the team updated with organization goals, helping them to achieve their targets, training, and enhancing their skillset are responsibilities toward the team. Ensuring the team sticks to process and update CRM, reports, and communicates well to expectation.
* Meeting with C-level people, building trust and strong relationships, endorsing new solutions to business needs, and creating champions in accounts stand part of my strategy.
* Engaging with different departments to ensure that we offer the best solutions and that project deliverance goes smoothly.
* As a group head I was able to increase the team from 5 members to 11 members, revenue growth of 30%, created new partner channel in North America, Penetration in the domestic market with conglomerates like HDFC life, SREI group, Paramount Investors, etc. More efficient process, innovation in the sales process and new market creation was created.

**Dash Technologies Inc**– **Global Head – Sales & Marketing** [October 2021- August 2022]

*Dash Technologies Inc. is headquartered in Dublin OHIO (USA), having offices in the United States, Canada, India, and the Middle East. It offers IT solution services and SAAS products.*

**Clientele:** Zimmer Biomet, MRP.io, Starpages Inc, GoMed Healthcare, AxioBionics, United States Air Force.

* Circling entire Sales and Marketing for the North American market, European Market, Middle East Market, and domestic marketing.
* Managing Sales and Marketing with a team of thirty sales and marketing professionals.
* Managing Sales and Marketing of SAAS products, Enterprise solutions, resource augmentation, OEM solutions, and managed services.
* Account management for strategic accounts with relationship enhancement expanding vertically and horizontally. Communicating with key stakeholders. Farm seeding for new opportunities, and barricading accounts. Resolving complaints and preventing additional issues by improving processes. Advocating in Identifying industry trends.
* Led in-person client presentations to C-level executives, and key business drivers including information discovery sessions, product demonstrations, and proposals. Engaging with prospects to understand their unique and specific pain points and produce compelling business cases to meet their needs
* Account nurturing through strategic value-based selling, business case definition, ROI analysis, and cross-channel references. Identifying competitor capabilities and analyzing gaps to position our services.
* Creating influencers in accounts to position ourselves and prioritize us to their needs.
* Handling inside, enterprise, and outbound sales verticals. Managing digital marketing and research marketing team.
* Responsibilities included product management, marketing, market/competitive intelligence, public relations, communications, online marketing, event marketing, leadership development, and creative services.
* Drafting and streamlining Sales and Marketing strategies to meet organizational vision and goals.
* Enriching the Sales and Marketing process by evaluating, monitoring, and improvising.
* Managing Sales for target management, KPI metrics, funnel development, conversion, and new business development. Managing sales targets with Individual contributions and Sales team contributions. Sales enablement, sales skill development, and client success programs training for sales.
* Analyzing and implementing marketing operational plans for branding, traffic generation, digital marketing campaigns, product & services positioning campaigns, increasing social media footprints, etc. Strategizing marketing plans and sales with marketing research analysis.
* Fortifying channel sales with Development and nurturing Channel partners for IT services and SAAS products. Designing, and implementing Partner management programs. Building capabilities and regional presence with Alliance management program.
* Traveling for trade shows, client meetings, seminars, and marketing events.

**Anblicks Cloud Data Engg Pvt Ltd** – **National Sales-Marketing Manager** [Jan- 2019 to Oct- 2021]

 Anblicks is headquartered in Dublin with offices in the United States, India, Australia, Singapore, Indonesia, and the Middle East. Anblicks is focused on Modern Applications, Data Engineering and Cloud services.

**Clientele:** SBI Bank, HDFC LTD, Aditya Birla Capital, Bharti AXA Life Insurance, Bharti AXA General Insurance, SREI Group, IndiaFirst Life Insurance, Indian Oil Corporation, Reliance Industries (JIO, Retail, E&P, HYDROCARBON), TAFE, ASHOK LEYLAND, Reliance Energy.

* Managed sales and marketing for Domestic & North American markets.
* Developed and implemented Sales and Marketing strategies for sales and product lining.
* Managed sales and marketing of SAAS products, Data & Cloud Services, Digital Transformation, and Staff Augmentation.
* Worked on Ratio Hunting for new accounts preposition with Direct Sales, Channel Sales, and Alliance Sales.
* Farm Hunting with Wide and Deep strategy, seeding the new opportunities in the Account by finding new solutions and understanding the needs & gaps in the process, RFP positioning, hunting new markets within the organizations, and barricading the account. Maintaining strong relationships and communication to maintain an open environment for discussions.
* Advocating clients with new trends, our services with used case definitions, and conducting workshops, POC, and webinars. Involving decision-makers and key influencers in cross-functional capabilities. A barricading account with competitor analysis.
* Developed and executed an integrated marketing and communications strategy to support corporate revenue goals and enhance brand awareness, delivering 100% growth in marketing influence YOY.
* Revamped positioning for our key product line & launched new customer acquisition programs, contributing to YOY growth of 85%.
* Worked as a Marketer with Accounts, conducting campaigns, digital drives, workshops, and webinars. Digital Marketing, Branding, Pricing Marketing, Position Marketing, SEO, SMM, CM & VM.
* Understanding Demand forecasting and resource planning to meet the requisite. Starting from seeding to harvesting RFP with clients and through intelligence analysis developing the need for new opportunities, Approach consulting (T&M, Fixed Cost or Hybrid), and Product positioning and product need to solution.
* Extracted CRM for potential prospecting, lead management, and sales cycle management.
* Creation of new channel partners and alliances in the region, strengthening their capabilities on required vertical, Joint Approach for market acquisition.
* Generation of new leads with the inside sales team, managing detail of Prospect/ Inquiry lifecycle through CRM, lead management, and Creating lead generation campaigns. Managing Follow-ups, demos, POC, and closures.
* Communicated with ‘C’ Level persona, stakeholders, decision influencers, Business team, financial team, and Technical Team. Making me a SPOC for all their business need.
* Worked on Solutions with Open source platforms such as Liferay, Alfresco, Drupal, Magneto, Opigno, Moodle, and idempiere. Working with OEMs such as Databricks, Liferay, Oracle, Microsoft, Snowflakes, Rapidminner, AWS, and AZURE.
* Managed OEM, Coordination with OEM, and worked jointly on prospects and workshops. worked jointly on marketing activities
* Managed Sales of Data engineering solutions, including data strategy, EDM, Data visualization, Data science with AI/ML, Expert service, and data warehouse/ Data Lake. Also taking care of sales of Cloud services such as Cloud Migration, Cloud security, cloud optimization, and expert service.
* Managed Solutions Sales for the Collaboration Portal, Customer Portal, Partner Portal, Community Portal, E-Commerce Portal, Enterprise Content Management, Human Resource Management Solution, Learning Management Solution, and Enterprise and Resource Management.
* Managed sales of services like Custom Application Development, User Experience Design, Full stack Application Development, Mobile Application Development, Remote Infrastructure Management, DevOps, Architecture Consulting, Performance Assessment & Tuning, Quality, and Service.
* Working with the pre-sales team on proposals, effort estimation, and SOW. Working on MSA, and participating in RFP by detailing, questioning, and responding.
* Target achievement for NANB, EANB, and EARB Individual sales and team sales.

**INNOV8 INFINITE TECHNOLOGY**- **ASSOCIATE VICE PRESIDENT – SALES/MARKETING** – [Apr 2017 to Dec 2018]

*Innov8 is Mumbai based organization, having an office in Pune and Bangalore. It is a 12-year-old organization dealing in Oracle products & Services. They are also into SAS-based products & services, along with ERP and other Business Automation products*.

**Clientele:** Mumbai District Co-op Bank, SAILEE GROUP, ABC Financial Services, Bonanza Securities & Forex, Gossamer PVT Ltd (India TV Subsidy), Omkar Realtors & Developers, Bharti Telecom Sri Lankan, Saudi Arabia National Insurance.

* Offered consultancy and sales services for SMEs, Enterprises, and Governments in Business automation, Portal development, E-commerce, Digital transformation, Business Intelligence, Budgeting, planning, and consolidation.
* Implemented marketing analytics and marketing automation**.**
* Architected, designed, and wrote the company website to increase traffic by 78% and optimize conversions by 147%
* Wrote, designed, and produced multiple digital marketing tools, documents, and campaigns to increase sales by 45%
* Account Management expanding relationships vertically, and horizontally. Barricading accounts by understanding the need and advocating solutions with a proactive approach. Advocating clients with solutions and relating used cases. Communicating with key stakeholders and decision-makers. Seeding the need by challenging traditional systems led them to generate RFPs.
* Updated job knowledge to key accounts by participating in educational opportunities; reading professional publications; maintaining personal networks; participating in professional organizations
* Enhance the organization's reputation in accounts by accepting ownership for accomplishing new and different requests; exploring opportunities to add value to job accomplishments. Sharing the Account intelligence to improve our services and approach.
* Defining approach strategy in accounts, with impactful plans, execution, and monitoring the same.
* Conducting workshops in Accounts, offering POC, webinars, guided materials, and success stories.
* Led search engine optimization initiative achieving dominant positioning in organic search
* Meeting with C-level executives, understanding the challenges and holistic view solutions to their problems.
* Generated & attended sales appointments. Preparation & Delivering presentations, demos & POC for our clients and channel partners. Preparation of proposals & product Scope. Preparation of MIS and lead management.
* Managed the generation of new accounts, creating leads, and market proliferation for product positioning and lining.
* Handled ERP sales (cloud, On-premises) for both customized and ready suites (EPPS, LOGO, and Oracle).
* Handled SAP consultancy and implementation.
* Handled Business Applications Modules sales such as CRM, HRMS, Logistic Management, Finance Management, Warehouse management, and production management. (Oracle, LOGO, EPPS, and Microsoft)
* Offered sales of Business Intelligence applications, consultancy & Implementation. Handled Consulting and sales of BI and Analytical Tools such as Hyperion, EBPCS, Power BI, Alteryx, SAS, and Tableau.
* Offered Consultancy services for Business Processes, Application development, Data & cyber-Security, Cloud Services, and IT Infrastructure.
* Handled sales for Emailing collaborative suite & DMARC solution offered by Ice warp, postmaster, G-suite & Office 365
* Handling pre-sales for Oracle products like Hyperion, Oracle EBPCS, data visualization, and cloud services such as PaaS, IaaS, and DaaS.
* Developing new channel partners for our In-house and outsourced products. Nurturing channel partners through product training, joint calls, and an information deck.
* Working in different verticals such as BFSI, construction, Pharma, Media, Hospitality, Manufacturing, and education.
* Licensing of Software & Business Applications (Microsoft, Oracle, SAS, etc.). Cloud consultancy & services (Oracle & Azure) and other licenses such as Anti-virus, AutoCAD, CorelDraw, Adobe Suite, etc.
* Mobile Applications & Mobile Devices Management. Offered solutions from OEMs like Manage Engine, Field Sense, and Mobiliya)
* Dealing with Infrastructure & Security Solutions, On-Premises & Cloud DR Back-up Solutions, Data-leak prevention, and endpoint Data Security Solutions. Product Specialist for Backup solution of Fortune Greycells & for Disaster Recovery HYCU.

**MANAGEMENT SOLUTIONS (I) Pvt. Ltd** – **Business Head (INDIA & MIDDLE EAST)-**[Jan-2011- Mar 2017]

*Management Solutions is an 18-year-old organization Headquartered USA, Dallas having presence in APAC, Middle east, and European countries. They are into digital transformation starting from Business Automation, Securities, ITES and Infra.*

**Clientele:** Saraswat Bank, Sangli Co-op Bank, COSMOS Bank, Mumbai Port Trust, MDACS, JNPT PORT, DELHOM Oil & Gas, Spinney foods, Paramount Investments**.** Abu Dhabi Commercial Bank, Noor Islamic Bank, Commercial Bank of Dubai, First Arab Bank, National Bank of Abu Dhabi, DUGAS, DAMAC, AL GURAIR, Finland Entertainment, Dubai Chemicals, DIEX and Golden Swan logistics.

* Managed sales and marketing in India & Middle East region.
* Defined Sales and Marketing strategies. Implementation and monitoring of strategy.
* Handled Business Development through the generation of new accounts, Channels partners, and Alliance.
* Account Management for enterprise accounts with relationship building, expanding reach in other departments, creating new requirements, RFP Positioning, and barricading the accounts by creating one vendor policy.
* Performed different roles such as disseminator, Resource Allocator, figurehead, negotiator, leader, spokesperson, and disturbance handler.
* Working with energy sectors like Denholm Yam, Ramboll Oil, Silver Marine, Worley Parson on CRM, BI and IT Infrastructure giving experience for Energy sector verticals.
* Worked with BFSI domains such as Banks, Insurance Org, NBFC, Trading, and investment firms.
* Travel to industry conferences, Seminars, and meetings serving as company representative at client events.
* Making new cliental Leads, opening new calls, Closing deals, documentation, and requisites of clients.
* Lead in a sales meeting, understanding scope, relating used cases to solutions, and driving overall sales calls.
* Project estimation, project pre, and post-requirement fulfillment, and Project allocation. Marketing Software’s and services through different channels and tie-ups with corporate, government bodies & Institutions.
* Relational bonding and business communications with bureaucrats, CEO, CFO, CTO, and heads of the departments to develop strong root for the company.
* Creating Channel partners, maintaining PR and Nurturing channel partners, monitoring, and pushing for targets, facilitating accreditation and rewards for channel partners. Upgrading skillsets for channel partners. Took sales meetings, and helped in target management, lead management, and marketing.
* Development of International Office by facilitating Product positioning, Product lining, Market Analyzing, Market Filtration, SWOT analysis, Customer Satisfaction, Developing Quality Circle, and Corporate Culture.
* Innovation with new technology such as SaaS, IaaS, and PaaS in the Computer cloud. Viewing talent gurus in Information Technology and different corporate personas to promote and market our Product. Working on new technology such as Virtual E-project and Virtual E- Employment.

**FAUNA INFOTECH** – **SENIOR BUSINESS DEVELOPMENT MANAGER** [Feb-2008-Nov-2010]

*Fauna InfoTech is a 15-year-old organization Headquartered in Mumbai. They are into digital transformation services, including websites, UI/UX, Web applications, and Mobile applications.*

**Clientele:** Srinagar Jewelry PVT Ltd, Orbit Group, Kanakia Group, Seven Eleven Group of Companies, Orchid Hotels.

* Handled sales of portals, UI/UX services, Web and mobile applications, and products.
* Managed Sales and Marketing of SAAS products, Enterprise solutions, resource augmentation, OEM solutions, and managed services.
* Prepared and presented technical proposals for clients for products & services. Driving sales meetings, and understanding

 the scope of the project.

* Worked with clients to analyze the needs of products and services to provide appropriate solutions to businesses.
* Developed IT strategic vision and drove key departmental objectives to attain vision in terms of revenue and accounts
* Streamlined acquisition of reporting requirements and specifications to disseminate across multiple business lines and IT support teams.
* Handled team of 9 members, taking meetings & reviews, training, task allocation, monitoring sales, and driving for target achievement.
* Attended seminars, & product launches, marketing products, developing new market strategies, making R&D support, studying the competitive market, and resource allocation.
* Self-sourcing, direct marketing, channel marketing, sourcing new tie, linking-up corporate and Government departments, etc. handling cold calls, telephony calls, business group hosting, etc. for lead generation, and sales.
* Working on Web Based applications, Multi Department Integrity, Process Engineering Software, Business Intelligence, HMS, EMS and Payroll, and ADMIN Management Systems.
* Investigated department processes and facilitated the company’s becoming ISO9000-qualified.
* Preparing proposals for clients, presentations, development of feasibility reports, continuous phase-on-phase doctrine formation, Relating Specific Needs, up-gradation and correction for the client with the technical team.
* SWOT analysis, forming a family circle with Team, pricing & product positioning, corporate fishing, lapsed consumer research, maintaining CLV, cost research for customer and company, product differentiation, and positioning.

**ST. Angelo’s Computer Education** – **AREA BUSINESS MANAGER-[**Aug- 2005 to Jan-2008]

*St. Angelo’s is into Education Vertical. They are 22 years old organization having offices in many Tier 1 and Tier-2 cities. They are into computer technology training starting from languages, data, and Cloud. They have many corporate and retail clients across the domestic market.*

* Collaborated with other account managers to prepare and deliver performance updates and Quarterly business reviews.
* Managed Sales of different services and training software.
* Consistently secured new accounts, resulting in a 23% increase in year-over-year revenue.
* Monitored market conditions, product innovations, and competitor activity, and adjusted account Sales approach to address the latest market developments.
* Planned, created, and delivered SAIG program sales presentations.
* Trained sales teams on educational products at seminars and special events.
* Developed and executed annual sales plans and strategies for the Western Mumbai territory.
* Verified that all merchandising standards were maintained daily.
* Increase Channel Partner, Franchises, Training Partner, and Affiliation on different Training Programs and HR consultants.
* Lead sales call with team members to establish sales and customer retention goals.

## **Technical Skill**

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| **Skills** | **Experience** |
| BI analytics, Data analytics  | Mid-Level |
| Oracle Database | Mid-Level |
| Oracle Hyperion & EBPCS | Mid-Level |
| Cloud Computing | Mid-Level |
| SAP SD Module & S4HANA | Mid-Level |
| ECM & WCM | Mid-Level |

##  **Academics**

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| 2021 | **Master Business Administration: Information Technology**Guru Nanak Institute of Management – Mumbai**Project –****TYLON- Unified Platform** The project was about a unified platform and ready architecture for Integration to reduce duplication of process events and data, uniform data and information, uniform communication, reducing CAPEX and OPEX cost, Automating the process, enhancing user experience |
| 2005 | **Graduate: Computer Engineering**Bhaushaeb Vartak Polytechnic – Mumbai **Project** –**BUGS AND TEST MANAGEMENT** Front END: VB BACK END: SQL Program is a search library for a programmer to Debug query  Related to coding and run phase. Provide relative solution to error Phase or coded value**101 LINER** Project on multilayer connectivity to automate server to assign a smart assisting server to take And balance work network congestion and printing commands. |
| 2000 | **Higher Secondary Certificate**: Science |
| **Ismail Yusuf College of Science** MUMBAI INDIA |
| * Member of the Mathematic Society.
* Achieved second grade, marking the best project in college.
* Subject taken Physics, Chemistry, Biology, and Mathematics.
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| 1998 | **Secondary School Certificate**: State Syllabus |
| **Universal English High School** MUMBAI INDIA |
| The subject took Science, Social Science, Language, and Mathematics |

## **Awards and Recognition**

* Awarded “Best Sales Performance “for the year 2019-2020 and “Best Solution Sales” for 2020 -2021 in Anblicks Cloud Data Engg Pvt LTD
* Awarded for “Best Sales Performance “for the year 2012 in MANAGEMENT SOLUTIONS.
* Awarded as "Bright Brain Buddy" in management solutions for cost-effective & innovative methods in project implementation and marketing on 14th September 2012
* Top Sales Performer, Tri-State Area, 2009, Fauna Technology.
* Awarded as “Leader of the Year “for branch development with a maximum number of high-value course

enrollment of students on 25th May 2007 in St. Angelo Computer Education.

* Awarded Third Rank for Project in Engineering, Project Bugs, and Test Management, in 2004 in BVP
* Certification in SAP SD and S4HANA
* Certification in Oracle Hyperion Planning 11.1.2 sales specialist
* Certification in Oracle Hyperion Planning 11.1.2 Pre-sales specialist
* Certification in Cloud Infrastructure solution sales specialist
* Certification in Oracle Cloud Immersion 2018 program for Saas, Paas, & Daas
* Certification in Oracle Database Management

Certification in Hardware & Networking from American Computer Station Inc

## **Personal Information**

* Place of Birth: MUMBAI, INDIA
* Email: harishsharma58@gmail.com
* Driving License: INDIAN & U.A.E
* Status: Married with 2 children
* Hobbies: International Cultural Travel, Cricket, listening to music.
* Language Proficiency: English, Hindi, Gujarati, and Marathi

**With Warm Regards**

**Harish Kumar Sharma**