

CURRICULAM VITAE

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OBJECTIVE:

Have over 16 + Years of experience in Corporate Sales & Marketing Solutions for the Organizations to achieve the Best Outcome in their various Business Operations. I'm currently seeking opportunities to join a fast-growing Team as Business Development or Strategic Partnerships. I thrive best in a creative, fast paced, challenging yet rewarding environment. People who know me often say that I'm one of the most genuine, positive, energetic and driven people they have ever met or worked with. Desire a position with career growth potential.

SKILLS

- Skilled in Sales, Pre-sales & Solutions, Business development, Account mining Delivery and Quality.
- Experienced in providing solution for wide range of industries: Professional Services, Manufacturing, Shipping, Logistics, Retail, Oil and Gas, Manufacturing, and Real Estate.
- Managed large-scale ERP, CRM and transformation delivery projects in APAC.
- Strong Team Management skills & cross-cultural experience; Worked across India and APAC Region.

PROFESSIONAL EXPERIENCE:

- **ORGANISATION:** Free Lance - Singapore Feb Nov To Oct 2015
- **DESIGNATION:** Delivery Manager – CRM Solutions, APAC, US AND UK.
- **PRODUCTS:** Salesforce.com, Force.com, Web Hosting and Social Media Crawler.
- **JOB PROFILE:**
 - Responsible for all aspects of Project Management as well as Service delivery once project goes into Operation and lead application teams in delivering projects in time.
 - Coordinated/directed/managed project resources across functional teams.
 - Created project plan, tracked progress, Identified and eliminated blocks, Minimized/Reduced operational inefficiencies and Identified risks that affect project/program scope, schedule and quality on time.
 - Managing all as aspects of issue tracking and reporting.
 - Planning and analyzing on budget, resource & procurement.

Key Accomplishments As A Delivery Manager :

<i>Solution Delivered</i>	<i>Deal Size</i>	<i>Client Details</i>	<i>SalesForce.com Products</i>
Managed a offshore development team of 13 member team to implement modules like Sales, HR, Accounting and Inventory From SAP to SalesForce.com	Implementations worth 130,000.00 SGD.	Steel Manufacturing Company – Singapore.	Sales Cloud and Force.com applications.
Project manage the delivery of a new Salesforce CRM solution for the Sales team, with integration to MYOB, and inhouse inventory system	Implementations and customizations worth 75,000.00 USD and upgraded Salesforce.com licenses from 30 Lightning Professional to 23 Enterprise Edition and 20 Force.com platform licenses.	Safety apparel manufacturing company based in Jakarta – Indonesia.	Sales Cloud, Service Cloud and Force.com.
SalesForce implementation for sales, Marketing and lead generation team with implementation of Force.com Business Tool.	Sales Cloud customization and training for 38,000.00 SGD, Force.com implementation worth 25,000.00 SGD. Also placed a Salesforce ADM 201 for a 18 month contract.	Fitness Company based in Singapore and Malaysia.	Sales Cloud, Force.com and BI Tool.
Managed a 3 developer and a consultant to customize Case management with assignment merging KPI'S, Content management for sharing presentations within organization along with Email studio.	Customization, Training worth 32,000.00 SGD and Support for 2 years' worth 16,800.00 SGD/Year.	Professional Service and Training company based in Singapore and Malaysia.	Service Cloud and Marketing Cloud
Small Medium and Mid-Market Deals: Lead a team of 20(Majority Offshore) in implementing Sales Cloud, Service Cloud,Force.com and third party integrations with Salesforce.com for SME in Singapore, Malaysia, Vietnam and Indonesia.	Implemented SFDC solutions worth 300,000.00 USD between 2017 -2019.	Sectors Covered: SME Professional Services, High Tech, Media and F&B. MMGB Sector – Manufacturing, Aviation, Logistics, Shipping.	Sales Cloud, Service Cloud, Force.com, Financial Force.

- **ORGANISATION:** IDEALL SAASFORCE- Singapore Feb 2012 To Oct 2015
- **DESIGNATION:** Pre-Sales, Account Manager – CRM Solutions, APAC
- **PRODUCT** : Salesforce.com, Amazon, Storage and Training Products.
- **WORK PROFILE:**
 - A client-facing role focused on developing win/win strategies Identifying key markets and verticals for cloud-based solutions.
 - Lias with business users to define, create and implement solution prototypes and pilots, and then manage those pilots through their inception to completion.
 - Launched a RADAR for identifying channel partners in Philippines, Thailand and Vietnam.
 - Understand client's business goal, requirement and pain to provide the best solutions.
 - Develop new account and find out new opportunity from existing client.
 - Maintain relationship with existing client to ensure they meet their needs.
- **Key Achievement's in Sales:**

Sector: SME (Small and Medium Enterprise)

Type of Clients: Professional Service | Hi-Tech | F&B | Catering | Limousine Service | Travel Agents

Professional Service: Salesforce.com License deal done for **1.3 Million USD** (2012 – 2015) & Onetime implementation and customizations worth **670,000.00SGD** (2012 – 2015).

Hi-Tech: Salesforce.com License deal done for **800.00K USD** (2012 – 2015) & Onetime implementation and customizations worth **112,00,00SGD** ((2011 – 2014).

F&B|Catering: Salesforce.com License deal done for **50K USD** (2012 – 2015) & Onetime implementation and customizations worth **100KSGD** ((2011 – 2014).

Limousine Service|Travel Agents: Salesforce.com License deal done for **38,000.00 USD** (2012 – 2015) & Onetime implementation and customizations worth **63,000.00SGD** (2012 – 2014).

Sector: MMGB

Type of Clients: Shipping | Logistics | Manufacturing | Retail | Readymade & Tailoring

Shipping: Salesforce.com License deal done for **700K USD** (2012 – 2015) & Onetime implementation and customizations worth **200K SGD** (2012 – 2015).

Logistics: Salesforce.com License deal done for **100K USD** (2012 – 2015) & Onetime implementation and customizations worth **80K SGD** ((2012 – 2015).

Manufacturing: Salesforce.com License deal done for **130K USD** (2013 – 2015) & Onetime implementation and customizations worth **270KSGD** ((2014 – 2015).

Retails| Trading Companies: Salesforce.com License deal done for **25K USD** (2014 – 2015) & Onetime implementation and customizations worth **87KSGD** (2011 – 2014).

Sector: NON-PROFITS : Onetime implementation and customizations worth **60KSGD** (2012– 2013).

➤ **ORGANISATION** : IT RESELLERS - INDIA Jan 2011 TO 2012

➤ **DESIGNATION** : Free Lance Consultant

➤ **DURATION** : 10 Months

1. **WORK PROFILE**: Donning a role of a Business Analyst and Inside sales person to identify key accounts in IT , Banking,Manufacturing domain in Asia Pacific Region for IT- infrastructure services and storage.

2.

3. **Key Achievements**:

1. Identified a requirement for IBM Lotus Domino for TOYOTA client in Singapore for 35 Users.
2. Identified a storage requirement of 2TB for an IP Based CCTV manufacturing firm in Hong Kong.
3. Pre sale meet for storage requirement with 4 trading companies located in International Plaza Singapore.
4. Processing Lenovo workstation with 2 Pharmaceutical companies Singapore.

➤ **ORGANISATION** : Swift Logic Systems Ltd, Chennai April 2010 TO December 2010

➤ **DESIGNATION** : Business Development Manager

➤ **DURATION** : 10 Months.

➤ **WORK PROFILE**:

Led a cross-functional team with representatives from manufacturing, customer service, technical service, quality, IT, sourcing, accounts receivable, to ensure a \$12 million key account, the largest account in company history, received timely and effective support regarding any issue.

➤ **Key Achievements**:

- Grew sales from 25% to 54% and overall company revenue by 34%.
- WI FI STRIX SYSTEMS: 777K USD in 8 months time with Dealer Margin 25%
- for each access point.
- Ruckus WI FI Solutions: 444K USD with Sri Ramachandra Medical College and Amby Valley resorts.
- Firewall worth 452K USD along with IBM lotus domino sold to TOYOTOA AND LANCOR in the automobile industry in MUMBAI.
- McAfee Enterprise version for 3K desktops sold to Rural Development – Calcutta.

➤ **ORGANISATION** : Softcell Technologies, Chennai, JULY 2008 TO APRIL 2010

➤ **DESIGNATION** : Sales Specialist – Security and Storage

➤ **DURATION** : 19 Months

➤ **WORK PROFILE**:

1. Reporting to the Product Manager responsible for handling corporate sales for IT- Security services and storage..
2. Meet with dealers, national accounts, end-users, and the sales force to define new product requirements and work with product development to document these requirements in product specifications.
3. Coordinated telemarketing and marketing management in conducting market research to determine target markets for the key account and conveyed this information to the key account. Distributed key account sales reports by branch to region managers and senior staff and reviewed sales goals with region managers via telephone conferences.

4. Meet with dealers, national accounts, end-users, and the sales force to define new product requirements and work with product development to document these requirements in product specifications.
5. Analyze competitive product offerings in terms of features and benefits as well as price points.
6. Determine sales forecasts for proposed new products and justify new product development investments through an IRR and NPV analysis.

➤ **Key Achievements:**

1. Developed 150 key accounts for Antivirus and Firewall renewals for the next 3years with a margin of 12% on each renewal.
2. Turnkey basis project for Database Administration, Mail Hosting, Storage worth 600k USD bagged from TTS and REL India.
3. Symantec AV a total of 276 Nos sold to 18 top MNC'S in Chennai and Bangalore.
4. Red Hat Pack for 85 Desktops sold Standard Chartered Bank – Bangalore.
5. Sold around 500 Lenovo Desktops to Educational Institutes in Tamilnadu, Kerala and Andhra Pradesh.
6. Bagged a Tender worth 300k SGD from State Govt in India for Desktops with WINDOWS-07 and McAfee Antivirus.

➤ **ORGANISATION:** American Megatrends India Pvt Ltd, Chennai. From October 2003 Till May 2008

➤ **DESIGNATION :** Sr.Business Development Executive

➤ **DURATION :** 4Yrs 6 Months.

➤ **WORK PROFILE:**

Started my career as a Business Development Executive – Trainee with AMI-INDIA.

For the first 1 year worked closely with UK market to bag Embedded projects with BIOS related. Identify Channel Partners for Storage, AMI-Diagnostic tools in Middle East and Australia. Assist and train our Inside Sales Team for Storage in Korea, Taiwan, Japan and USA.

➤ **Key Achievements:**

1. Corporate Sales for Storage: Couple of 8 TB storage devices sold to Information Dynamics, Dubai.
2. Storage Devices: Order Value 666K USD & Bottom Line 288K USD.
3. Embedded Services and Projects in UK Market: Order Value 18K USD & Bottom Line 45%.
4. AMI Diag Suite 2.2(1800 Labels): Order Value 66.6K USD & Bottom Line 63%.
5. Mega RAC G3 Cards (8 Cards): Margin 73% .
6. Vehicle Tracking System (156 Cords within a span of 4 months in domestic market): Margin 33%.

Other Accomplishment:

7. Bagged a couple of Application Projects in Java and VC++ Platform via Online Bidding in UK, AUSTRALIA, SINGAPORE and TURKEY as a Free Lancer between 2005 to 2007.

Professional Expertise:

- Strong Understanding of the Marketing Solutions in Storage & Remote Access
- Professional in developing Relationships with Local Clients by prospecting and cold calling to uncover their specific storage / remote access needs
- Passionate in providing Marketing Wireless and Firewall Solutions.
- Excellent in establishing rapport with managers (project / procurement)
- Establish new business or renew existing business by leveraging the rapport
- Understanding of Sales Partner Model
- Expertise in New Sales Strategies Development

System Proficiency:

- Operating System: MS DOS, WINDOWS 98/2000/Unix
- Languages: JSP , Java Script , Java , JDBC
- Database: MySQL, SQLServer
- Internet Applications: HTML, DHTML, CSS
- Packages: MS-Office (Excel, Power Point ,Word and Front Page)

In-House Activities:

- Online / Primary Support
- Leave Application / Staff Management
- Business Calendar
- Online Task
- In Out Register
- Effort Comparison Report
- Metrics Automation
- Stores Request / Return / Transfer Management

Education & Professional Development:

1998 – 2002 Bachelor of Engineering (Computer Science) - Madurai Kamaraj University

Professional Development (Certifications):

- Symantec Sales Expert in Symantec Backup Exec 12.5 for Windows Servers
- Symantec Sales Expert in Symantec Enterprise Vault 8
- Symantec Sales Expert in Veritas Storage Foundation 5

Personal Details:

First Name : Shanmuga Sundaram

Last Name : Karthik

DOB : 12/10/1980

Passport No. : J4956995

Marital Status : Married

Location : India