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|  | D Siva Prasad***SENIOR LEVEL EXECUTIVE (GLOBAL SALES & Operations)*** |
| **15 years of Exp. In Driving Companies to shape into profitable & Successful ventures**Sales, Business Development, Visionary Leadership, Key Partnership Development, Mergers & Acquisitions, Vendor & Partner Management, Organizational Restructuring, Global Strategic Alliances, Tactical Market Planning, Risk Management, High-Stake Negotiations, Budget/Sales Forecasting, Commercial Operations,  |  |



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| SnapshotRevived struggling operation to a turnaround success story. Revamped pricing strategy, implemented effective promotional strategies, trained a high-performance sales team and helped boost corporate image.Increased annual sales volume within 1 year, growing sales from **$4.5 million** in 2016 to **$6.7 million** in  2017.Strong Consulting Background working with **Technology Vendors** and **Partners** from past 12 Years.12 Years of International Experience in EMEA, APAC, NA, CANADA,LATAM.Achieved 2016 Star Performance Award for outstanding sales results, representing the first time the division achieved this recognition.Drafting correspondence on templates to licensors, licensees and other third parties in connection with licence agreements, and other business affairs mattersBuilding product capability and sales pipeline driving P&L for the product line(s)Improved sales policies and practices. Defined the sales cycle, created accurate job descriptions and developed standards for customer relationship management.Created & led POC’s & projects for several sales opportunity dashboards based on key performance indicators (KPI's) to help realize client opportunities and do P&L analysis.Led & managed end to end process for several Small to Large scale business critical projects like Client account planning, Scorecards, Executive management end of month reporting and sales opportunity dashboards.Design and implement comprehensive business/marketing plan to promote salesSpearhead and supervise sales promotions/product launches.Monitor activities –review their success and improve processes.Facilitated Interviews, workshops and telephone or web meetings with Subject Matter experts (SME) & business users to gather requirementsDevelop & implement Marketing Plans that increase Market share/penetration.Develop strong Vendor & Partner network and ensure continued growth.Experience SENIOR PRINCIPAL CONSULTANT (Global Sales & Operations)AptivaCorp -Hyderabad, India – Apr 2019, Jan 2020Senior Level Executive, Entrepreneurial Leadership, Business, Revenue and Organizational GrowthSenior executive with verifiable year-after-year success achieving revenue, profit, and business growth objectives within start-up, turnaround, and rapid-change environments. Extensive experience with highly engineered systems, which require deep understanding of critical business drivers in multiple markets and industries; highly successful in building relationships ,seizing control of critical problem areas, and delivering on customer commitments. Customer focused and performance-driven. Led and motivated worldwide teams comprised of more than 1200 consultants and managed P&L for business divisions exceeding revenue targets.* Articulates the company’s mission in a clear and concise way that can speak to customers and employees at all levels.
* Prepares for final approval **pre-qualification** and **selection of contractors**.
* Strong demonstrated knowledge of contract Terms and Conditions, **FAR** and **DFAR** flow-downs, **CDRLs**, and associated risks.
* Provide **contractual guidance** to internal management, including program managers and business development managers
* Built strong vendor and business partner relationships, processes, and tools to optimise vendor & their performance.
* Administration, review and settlement of claims, resolution of disputes and contract change negotiations.
* Co-developed and implemented consistent approach for managing vendors based on vendor productivity and performance
* Collaborates with stakeholders to devise effective short and long term plans.
* Creates actionable goals that make it possible to turn that mission into tangible results.
* Developed and implemented business plan and strategy: identified and exploited new opportunities.
* Proactively participated in all facets of the company and worked closely with other executives in order to sustain growth and stabilize the business.
* Led and managed monthly meetings with the Board of Directors: Oversaw all company operations.
* Built and maintained professional relationships with potential partners and investors.
* Expand the marketing plans for **Microsoft, Oracle**, **Web Services, SAP, Mobile App, Data Center, Managed Services, Cloud(Azure, AWS, Google), Cyber Security** solution from Key target Clients
* Motivating and providing strong leadership to all departments
* Developing the company’s commercial processes including Account Management and Marketing
* Taking charge of the Sales, Commercial, Technical and Organizational interests.
* Managing relationships with key stakeholders. Negotiating terms and closing deals.
* Develop and implement sales strategies.
* Responsible for business development and sales of outsourced product development services.
* Responsible for hands-on closing of new accounts and meeting revenue generation goals.
* Develop and implement sales strategies keeping short and long term goals in perspective
* Responsible for all contracts and agreements with key stake holders and clients.
* Analysing operating costs and efficiency

**Key Clients :-Safaricom, Kenya Ports Authority, KRA, Equity Bank Kenya, Co-oP Bank, Diamond Trust Bank,** Etisalat, STC, Gulf International Bank, Equity Bank, Diamond Bank, Stanbic Bank, Kenya Insurance Company, VP (Global Sales)OSoftLabs -Hyderabad, India – Apr 2017, Apr 2019Provide Executive Leadership for a startup Cloud Solution provider with a net profit of 2Mn USDLead Operations and strategic decision with full responsibility for bottom line factors including long-range planning, global product management and software development processes. Provide cross-functional management, direct 3 Senior Managers, and 7 Leads and general oversight of 50 employees. Redefine organizational structure, oversee major pricing decisions and perform monthly financial evaluation of company results**Key Achievements:-** Identifying new strategic partnership opportunities across a number of large corporates and offline retailers, end to end deal execution and eventually handling these relationships independently. Along with this the candidate is expected to be comfortable with numbers and be able to analyze business scenarios/opportunities.Administers the procurement process including, but not limited to, advance review of plans and specifications, assistance in preparation of solicitations, coordinating and scheduling pre-bid and post bid clarification meetings, amendment preparation and contract negotiations for Contract Manager Approval.Discovers ways to increase revenue by eliminating wasteful practices and expediting product delivery.Develops new business opportunities by leveraging contacts, pursuing new product development, and improving project efficiency.Spearheading new business dev & client management across India and / or overseas.Handling E-commerce and Cloud Transformation requirements including Oracle and custom application management’sCracked the deal for 100k USD Yearly billing for a leading Casino in California.Created a more responsive and market driven organization resulting increase sales from 800k to 2 Mn in a yearsSpearhead and supervise sales promotions/product launches like My Office Docs, CloudShoppy, Mobile Applications & Turnkey SolutionsDevelop strong & long term relationships and referrals with senior mgmt. at targeted firms.Developed and introduced successful new products for international markets.Returned company to high profitability through strategic and efficient restructuring.Investigate distribution channels and constantly monitor individual accounts. Returned company to high profitability through strategic and efficient restructuring.Partnered with Nour Global, Dubai for **Data Center Services** for MEA regionSr. Manager Commercials (MEA)Intertec Qatar -Doha, Qatar–May 2016, Apr 2017**Direct Regional (GCC) and International marketing organization, including national managers, regional managers, and product managers. Spearheaded vision, strategy and execution of regional business operations. Overview staffing, strategic directives and training of national marketing teams. Developed and implemented strategic marketing plans, established marketing and sales objectives, and prepared company –wide sales forecasts. Directed international projects teams through due-diligence, prioritization and development. Participated in research and development of new technology. Established Performance Drive in Qatar. Reported to CEO****Key Achievements:-** Conceived innovative sales strategy that increased annual company revenue by 26%Captured extraordinary market share and revenue results leading directly to joint ventures.Effectively led international project teams to proven results across multiple lines of business, geographic borders, time-zones and culturesBrought the 1.5 Million USD business through Qatar University for their own dedicated data center.Customers:- Ooredoo Group, Qatar Petroleum, Qatar Gas, Qatar National Bank, ITQ Qatar, Ministry of Education, FIFA 2022 (Aspire Foundation with L&T) IT NOC DesignSales and Solutions SpecialistAdvantech Wireless Inc., - Kolkata, India - Mar 2014, Jan 2016Directed product and regional/international marketing operations for 27 million Data and RF productsKey Achievement:-Increase revenue from 1.1 Mn to 2.7 Mn in 2 years by expanding market share and establishing alliance initiatives.Work closely with the Business Development team and Technical Project ManagersProviding full technical and RFX support to the sales teams for the solutions.Successfully identified and resolved manufacturing issues resulting in 12% cost reductionDevelop and maintain of strategic application opportunities in specific markets such as IT Wan Solutions, Data Products.Attend Trade shows to assist in communicating product technical benefits to customers.in **MEA & APAC** regionsAnalyzing customer needs, competition, trends and desirable product changes and additions, for discussion with Product Line Managers.Strong Techno-Commercial/ Business Orientation and Cost SensitiveFinancial management experience: estimating, budgeting, pricing, risk assessment.Making technical presentations to the prospective clients.Professional competence in promoting technology products.Providing training to customers when needed including international travel to customer premises. Building right solutions based on the customers" requirements.Making technical presentations to the prospective clients.Professional competence in promoting technology products.Proactively scopes the technical solution required to address customer requirements, assess customers met and unmet needs and recommends optimum solutions, ensuring appropriate support for the proposed architecture.Persuasive and ability to influence Senior Leaders and manage tough Negotiations.Ensures that Group/Divisional Objectifies, Sales Plans etc.Track, report and maintain a database on competitor’s activities.Review internal processes and recommend methods to improve productivity.Highlights:Amplified customer base by 95% through maintaining effective relationships.Expanded sales by 70% through innovative selling techniques such as customized products.Developed a new system for generating sales leads which was implemented across the organization and resulted in a 90% improvement in sales performanceCustomers:- Aramco Group Saudi(1.2Mn), Indomaret (Indonesia) 2.5 Mn,Sr. Manager-Sales& Technical OperationsNoviasat-Riyadh, Saudi Arabia - Feb 2013, July 2013\Handled complete Trunkey Solutions, Managed Services, Telecom Solutions, Security Solutions, Blackberry Enterprise sales division for the CountryAcquire more qualified prospects from different proper channels.Proficient in strategic sales& marketing, general administration& finance, product/service positioning, pricing model and Telecom sales strategy management.Visionary, with track record for finding innovative ways to grow revenue and increase margins.Build key stakeholder relationships, multi-function and multi-level connects with decision makers / influencers and develop exec sponsors (champions) within the accounts.Worked in multiple areas of IT & Telecom Operations, Service Delivery, Revenue assurance, Network Optimization etc.Responsible for Tendering Process, RFQ’s and RFP’s.Managedturnaroundprojectswith100%successrate.Subject matter expert for Network(IT/Telecom)Customers:- STC, Ministry of Health, Ministry of Education, Saudi Hollandi Bank, Riyad Bank, Saudi British BankSr. Manager Sales OperationsAlldean Satellite Networks - Nairobi, Kenya – June 2010, Oct 2012Brought the biggest deal for Tier 3 Data Center with yearly billing of 1.25 Mn. USD.**Won the biggest deal for MoD, Kenya for their whole IT Infrastructure worth 2.35 Mn USD.**Billing Software deals for Hotels worth 600k yearly.Nurture leads more effectively to Reduce lead times and Increase your conversion rate.Develop Digitize brand by creating and promoting relevant content with the right tone to the target audience and a content that spots the light on our value proposition.Build solid relationships, ensuring client satisfaction and repeat business.Planning, organizing, Commercial management and forecasting.Optimize territory and pipeline analysis and define growth strategiesSuccessful in bringing Business and generated Multi-million dollar business in the regionManager Sales and Operations*Direct On PC - Lagos, Nigeria – June 2008, Apr 2010*Expertise of Managed Hosted Services, Network Security, Data Center and Remote IT Infrastructure Management and related terms and technologies.Responsible for generating business from Accounts through Hunting & Farming.Meet sales targets and in line with the organizational business objectives and strategyMandated by company shareholders & executive management to, deploy & deliver Data Center, IT Wan Solutions in West Africa.Identify opportunities; propose solutions to Customers in consultations with the technical / operational teams. Build relationship with 'C' level / decision-makers at Clients site and potential customers.Handling escalations and problems. Experience in handling customer escalations and closing them in timely manner without escalating it further.Preparing the sales pitch based on customer requirements and value proposition by working with Netmagic Solutions Engineering, Technical and Domain Experts.Ability to drive the account and account related issues. (Flag bearer)Support bid management teams working in creating & responding to RFP, RFI, proposals.Build business relationships through networking and leads generation program.Contributing to developing and improving sales process. Assists in the development and implementation of marketing plans as needed.Strong Solution Selling backgroundDeveloping funnel through Direct On PC Eco system e.g. Channels , BD teams, Alliances, Marketing etc.Proper and timely reporting of the cases leads, opportunities and issues to reporting manager.Customers:- Globacomm(1.2 Mn), DTB, FCMB(120k), British American Tobacco(80k USD), Suncraft(100k USD)Sr. Engineer Sales and Technical Operations*Comsat Systems Pvt. Ltd.,- Hyderabad, INDIA – April2006, May 2008*Maximize revenue by ensuring the customers renew their subscription and/or subscribe to higher value solutions Enterprise sales, Government and Institutional Sales Identifying and networking with prospective clients, generating business from the existing accounts, achieving profitability and increased sales growth.Preferably in IT/Digital /Satcom Products Identify opportunities to partner with vendors Providing customized reports(Daily,Weekly, Monthly)and asand when requiredDemo toclient,documentation,reportsubmissionsCoordinatingtheend customerforprojectExecution.* New business development in terms of clients and new solutions /vendors Participate in strategic and tactical account planning Preparing tender, techno-commercial offer Account management

Customers:- Defence Research and Development Organisation (DRDO), ISRO, Space Application Center(SAC), Indian Army, Air Force, Airtel, TATA, Indian Navy, ECIL, BEL Airport Authorty of India  Partner*Wavetel Networks - Meerut, INDIA – May2004, March 2006*Maintained and Installed GSM Base stations for BSNL, Hutch, AirtelProject ManagementTeam Management Configuration and commissioning of NOKIA BTS, FLEXI BTS Completely responsible for Integration, Installation and Testing of BTS & Microwave sites in the North and Eastern RegionsQuality inspection of cell site & performing A.T. of sites.Worked on Telecom software like NOKIA BTS MANAGER, FIU19E, METRO HUB MANGERTest and measuring equipment’s worked with: Site Master BIRD, ANRITSU, test equipment.Education and CredentialsB.E –Madras University* Electronics & Communications Engineering

Global Certifications* Ethical Hacking and Countermeasures Expert – EHCE0516 - Jan 2016
* ITIL Managing Across the Life Cycle (MALC)- GR760016365SD – Mar 2015
* PRINCE2 PRACTITIONER & FOUNDATION – GR634001521SD – Jun 2014
* NAVTIMS from KONGSBERG, Norway – Oct 2012
* Hughes NOC from Germantown, USA - Oct 2009
* Wireless Technology from UTL Technologies, Hyderabad, India – May 2005
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