

# Sharanabasava Shankrappa

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## **Profile Summary:**

- A Business professional with experience in Key Account Management, Sales Operations, Vendor Management, Master Data Management, Business Reporting, Pricing, Inventory Planning and Promotion.
- Handling data analysis to deliver on Sales and Margin Targets, Demand Planning and Forecasting, working with Brands and vendors to increase portfolio contribution and ensuring that all customer satisfaction metrics are met.
- Supported US Market for Daily Operations for Master Data Management, Managed sales generation, analysis, operations, communication, pre/post sale activities and support.

## **Education Profile:**

- **MBA (Marketing)** with an aggregate of **62%** from MVJ College of Engineering (VTU), Bangalore.
- **BSc (Bio-Technology)** with an aggregate of **76%** from Global College of Bio-Technology (Gulbarga University), Koppal.
- **12th (Science)** with an aggregate of **61%** from SM Bhoomaraddi Pre-University College, Gajendragada.

## **Professional Experience:**

### **ExxonMobil Services & Technology Pvt Ltd**

#### **Team Lead Master Data (Lubricants – US Region)**

**(Mar'17 – June'20)**

#### **Responsibilities: -**

- Execution of Sales Operations activities like account set up, quote creation, pricing and contracting and invoicing per global processes for 8 OEM Accounts - Toyota, Kia, General Motors, Caterpillar, Mercedes Benz, Volvo, Nissan and Volkswagen.
- Being a BOT (Web Robot) Controller, extended end to end support to the team for BOT activities includes account setup and quote creations, queries and Service Requests.
- Managing the team of 10 members to assist sales for operational activities
- Providing leadership visibility by publishing control and operational reports
- Coordinate with other functional contacts (ex. Tactical Pricing, Customer Service, Account Receivables, Contracts, Credit, and Sales Reps) in support of end-to-end process execution.
- Provide Sales with first-level CRM, SAP and Salesforce support.

#### **Operational Excellence activities: -**

- Conducting safety observations to identify and report the safety hazards to keep the work environment safe which led to minimize the workplace injuries.
- Supporting audit and control activities to identify the errors in account setup and quote creations by reviewing the source documents to correct the errors and to achieve the desired level of assurance that they are functioning in accordance with their process.

#### **Scope/Achievements: -**

- Key interfaces with Sales Advisors, Marketing, Treasurer's Credit, Account Receivables, Customer Service, Contracts and Tactical Pricing Teams. Ex: On boarded a major OEM account (Volkswagen) with 2 Sold-To and 1100 Ship-To accounts in 2 weeks which helped the customer to initiate the order with 3000 invoices per month at the year end of 2019
- Played a significant role being a part of 1-Click and RPA projects as SME which helped to reduce the time taken for account setup from 5 days to 2 days. Worked as project coordinator for Sales Ops Org

Structure change resulting in merging 2 teams into 1 to minimize the time taken for account setup and pricing activities to eliminate the dependency of multiple teams.

- Rewarded with Bright Flash Award in reward and recognition program (Kaisen/Improvement Project) for successful completion of 1click project before the go live date.

#### **Amazon Seller Services Pvt. Ltd**

**Senior Associate – Business Operations (Consumer Electronics-Audio Video)**

**(Sep'13 – Feb'17)**

##### **Responsibilities: -**

- Handling Key Accounts/Brands/Vendors to increase product portfolio: includes 9 major accounts - Sony, Panasonic, Bose, Sennheiser, JBL, Philips, Samsung, LG, Boat.
- Responsible for market research on price data, product movement, competition pricing.
- Coordinating with internal and external stakeholders to ensure growth opportunities for all. Ex: On boarded one of the new brand BoAt from day 1 on Amazon platform by setting up a detailed catalog with competitive pricing to drive more visibility which is now the #5 in headphones sales volume globally
- Evaluating data and preparing Trend Report to understand as well as creating new opportunities for brands at SKU level by product performance, catalog quality, competitive pricing and optimized listing

##### **Achievements: -**

- Partnered with vendors to resolve chronic issues of data quality.
- Participated with category team to negotiate long-term vendor contracts and payment terms.
- Participated as a Subject Matter Expert and trainer in the successful implementation of Vendor self-learning tool of data quality, catalog quality.
- Played significant role in the Launch of: Audio Video, Televisions and Musical Instruments to onboard the sellers to the platform.
- Provided leadership visibility by publishing reports on trends, findings and recommendations.
- Increased effectiveness by mentoring, guiding, and inspiring the engagement of team members.

#### **Gati Kintetsu Express Pvt. Ltd**

**Executive: Retail**

**(Mar'12 – Aug'13)**

##### **Responsibilities:**

- New Business Development, weekly campaign execution and payment collections.
- Ensuring to resolve the customer queries regards to pricing and delivery of goods.

##### **Achievements:-**

- Added over 150 customers into company's list in north Karnataka and Bangalore.
- Single POC for sales and operations for various franchisees in north Karnataka region.
- Increased the business from key accounts over 200% and overall business to more than 95% from 70%.

#### **Academic Projects:**

##### **Post-Graduation:-**

**Title:** Effectiveness of Distribution Channel with respect to Coca-Cola.

**Company:** Hindustan Coca-Cola Beverages Pvt Ltd, Bangalore.

##### **Graduation:-**

**Title:** Production, Purification and Biochemical characterization of Amylase Enzyme from *Aspergillus Niger*.

**Company:** Bio-Genics, Hubli.