**SUDHAKAR RAMAN**

+91-9361638795 [sudhakarhai@gmail.com](mailto:sudhakarhai@gmail.com)

**IMMEDIATELY AVAILABLE**

* Double Masters graduate – MBA, MCA
* **Total 20 years** experienced both in India and International markets.
* Travelled extensively across India for 16 years.
* Worked in Middle East for 4 years.
* Brought projects from – USA, UK, Middle east
* Conducted marketing events in Singapore and Srilanka.
* Handled Leadership Roles – Domestic & International Sales, Digital marketing, Operations, Presales, Business development, Account manager, Product manager, Inside sales, Vendor manager, Delivery coordination, Coach/Trainer, Staffing, Customer success manager, Alliances and Channels, Event mgmt, venture capitalists, Patent product, Night shift.
* Industry solutions - Education, Retail, Government, Manufacturing, Healthcare, Telecom
* Skills – Advanced MS Office, Digital Marketing, KPI Metrics, Cloud
* Fluent Linguistics in Tamil, Hindi, Kannada, Marathi, English

**EDUCATION**

* MBA, Marketing
* MCA
* B.COM
* Digital Marketing

**PROFESSIONAL SUMMARY**

MARKET DEVELOPMENT / STRATEGIC PARTNERING / MULTI-CHANNEL DISTRIBUTION / P & L / PRODUCT STRATEGY / CROSS-FUNCTION MANAGEMENT / INCREASED SHAREHOLDER VALUE

Customer facing leader with a core competence of identifying and building high growth markets. **20 years successfully leading cross-functional teams** with enterprise software and services companies ranging in size from pre-revenue to M+ in sales. Been as the HOD for boot-strapped and venture backed software companies. The energy and passion of an entrepreneur; the business management discipline of a proven executive with exponential growth mindset.

A "Grizzled performer" and a **veteran of rough encounters,** chosen early a path less trodden. The industry segments he worked on were mutating roller coasters. His **experience was less about CTC and more about troubleshooting, business management and inventing the future.**

Sudhakar has achieved outstanding personal and team **results with KPI’s**. Managed both the volume sales to enterprise sales. He finds his greatest motivation in coaching others to perform above and beyond expectations.

Sharp leader on the block has successfully compressed intuition, intellect and bold thinking for the timelines demanded by digital ecosystems. A **page 3 favorite**, made the patent pending products hugely visible in the media.

Sudhakar’s best practices for excellence is **80% Execution (let’s do it), 15% Position (stick to it), and 5% Strategy (plan it)**. Guided by this formula, Sudhakar has delivered various responsibilities across the organization such as, to create and maintain short and long-term business development plans; create a working solution in the IT vertical; conduct product and technology trainings to create awareness in the market; introduce products by developing time integrated plans with Sales, Marketing and other departments.

His experience includes: **Sales Enablement, Marketing, Projects, Regional business growth preparing effective business plan, set goals** and achieve them within set time frame, achieve results within allocated budgets, build and extend customer base, improve sales operations, motivate employees, and exploring new horizons to add revenue and growth for the company.

Sudhakar is distinguished by his **inexhaustible stamina, demand generation, collaborative team-building, time management and meeting customer demands**. His enthusiasm instills him and his team members with extraordinary energy and dedication in an environment where creativity and innovation are encouraged.

Sudhakar is a sought-after presenter at meetings and conferences for client meetings, industry exhibits, trade shows. He is expert at organizing and **directing turnaround situation**. He transmits key concepts in sales forecasting, vendor management, product promotion, key account management, marketing research—with **emphasis on revenue opportunities & impact**, efficiency, enhanced customer experience, and new business opportunities. His presentations engage top management including Onboard Revenue VPs and Executives; CIO & IT Managers; and Marketing & Product Managers; as well as IT, Communication & Technology, HR and other departments.

Sudhakar is **double Masters Graduate** both in MBA and MCA. Professional working method of using CRM tools, Productivity tools and adheres to the board directions to achieve org vision.

Sudhakar’s personal profile is shaped by **strong family values, a superior work ethic and an integrity-driven** natural leader. He possesses **multi-lingual** proficiency in Tamil, Hindi, Kannada, Marathi, and English. For inquiries, connect him at **+91-9361638795** or **sudhakarhai@gmail.com**

**WORK EXPERIENCE**

**Independent Consultant,** May 2019 to Till date

**BDM and Account Manager,** Nov 2015 to April 2019

Synergy Software Systems (Worked in DUBAI)

IT Products such as Microsoft Dynamics products - ERP, CRM, BI, HR Payroll

Other products such as Corporate performance, Warehouse, Document mgmt, RPA

**Independent Consultant,** Nov 2014 till Oct 2015

**Deputy General Manager – Marketing,** Nov 2011 – Oct 2014

Voice Snap Services Pvt Ltd, India (Head of Sales and Marketing role)

End to end responsibility of IT Sales till Delivery for Schools and Corporates. Consultative solution sales, marketing, delivery, customer support of a Patent-pending IVR based mobile software products & solutions to educational institutions and corporates.

Outcomes:

* 100+ successful rollouts.
* 10 million as regular-recurring annual revenue.
* Accolades by the state minister and educationists.
* Brand visibility in print media, television and web.
* Costing methods designed such as prepaid service and fixed costing.
* Door opener engagement products.
* Introduced virtual methodology for the project implementation.

**1999 - 2011**

**Other past engagements in India includes: (1999 till 2011)**

DuPont, Sundaram Infotech, Hare IT, Benchmark Softec Pvt Ltd, Saksoft Ltd, Cygnus Software, Customer World Technologies (Self-employed), Accel ICIM, Wellwin Industries (Pentafour Group).