

Aparna Srinivasan

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Profile Summary

- 5+ years of experience in Presales, Customer success, Partnership & Alliances, Delivery
- Experience in delivering platform agnostic proposals in B2B, B2C and B2B2C segments across industries with rapidly changing requirements and quick TAT

Education Background

Education Level	University/Institute	Year of Passing	Percentage/CGPA
Post Graduation: PGDM E-Business	Prin. L.N. Welingkar Institute of Management Dev & Research	2015	5.03/7
Under Graduation: B.E. Computer Science	Anna University (Sairam Inst Of Tech)	2012	7.41/10
Senior Secondary - Class XII	C.B.S.E (Modern Senior Secondary School)	2008	78.2%
Higher Secondary - Class X	C.B.S.E (Modern Senior Secondary School)	2006	77.8%

Courses & Certifications

- Introduction to Negotiation from Yale University
- Magento Commerce: Sales Accreditation (P) from Adobe
- Amazon Web Services (AWS)
- Google Analytics for Beginners
- Scrum Master
- SAP Partner Pre&Sales Academy
- IBM Watson Commerce - Sales Mastery v2
- Six Sigma Green Belt
- Tech: C and C++; Web Component Development - Java
- Kronos – Private cloud & WF Timekeeper core concepts

Work Experience - Key Highlights

BORN Group, Chennai

Role: Presales - Solution Engineering & Bid Management

Oct 2017- Present

Jan '20 - Present & Oct '17 - Sep '19

- Worked on over 140 Opportunities, Conversion rate of over 10%.
- Responsibilities encompass - lead qualification, industry/platform specific solution design, consulting, build roadmap, contract negotiation, build sales collaterals, response to RFP/RFI/RFQ
- Servicing clients across South East Asia region ranging from fortune 500 companies to speciality retails
- Building multi-level relationships with both client side executives and C-suite.
- Trainings: BigCommerce Certified Partner, Singapore; SAP Commerce Sales Training, Gurgaon; Magento Sales Training, Singapore
- Awards: Imprint Award – For customer engagement and winning customer confidence

Role: Partnership & Alliances Manager

Mar 2019 - Present

- Identifying whitespaces for product/solution gaps and competitor analysis
- Knowledge of the partner's propositions, their markets, business challenges and customer opportunities
- Developing and maintaining external partner relations with partners across domains
- Opportunities identification & value creation
- Pricing and contract negotiations

Role: Customer Success Manager

Jan 2020 - Sep 2020

- Initiating and engaging in customer relationship building and nurturing
- Developing and Managing about 10 client's portfolios
- Client spread-
 - FMCG - A Global Fortune 500 Company
 - ONGC - A Global Fortune 500 Company
 - Luxury jewellery manufacturer and distributor
 - Fast fashion retailer
 - NBFC
 - Healthcare and Life science
- Managing account escalations and issue resolution

Role: Scrum Master/Project Manager

Sep 2019 - Dec 2020

- Managing a team of 15 people as part of a huge enterprise project
- Facilitating and managing daily scrum, sprint planning, sprint demo and retrospective meetings.

Infosys Limited, Chennai

Jun 2015-Oct 2017

Role: Associate Consultant

- 4 Roles across 5 Projects in Kronos WFM. Roles varying from Test engineer to UAT Lead.
- Presales support and Market research for various bids

Academic Projects

- Randstad, Bangalore - Recruitment Through Social Media, Feb 2015-Mar 2015
- Schneider Electric Pvt Ltd, Bangalore – Effectiveness of e-learning system, May 2014-Jun 2014
- Market Research, Big Basket.com, Bangalore, Apr 2014
- Customer relationship management, Mast Kalandar, Bangalore, Jan 2014
- Software Testing, Trimentus Technologies, Chennai, Sep 2012 – Dec 2012
- Hotline Intrusion Detection System with Mobile Alert, using JAVA, Jan 2012-Apr 2012
- Servicing Information Systems, Insight camp by Tata Consultancy Services, Apr 2007 - Awarded the Best Technical Team