

Results-driven and performance-focused Sales Manager with over 7 years of experience successfully building and leading high-performing sales teams. Adept at developing sales strategies to penetrate new markets, onboard new customers, and consistently exceed goals.

WORK EXPERIENCE

Assistant Manager @ Taxilla IT Solutions, Hyderabad IN – July 2021 - July 2023

- Successfully **onboarded customers** when product was in concept stage; gathered requirements from customers and led the product development
- Led **cross-functional teams**: Spearheaded market analysis, identified new business areas, managed Product Development from concept to launch
- Established and trained a **high-performing sales team**, introduced essential sales methodologies, tools and standardised the sales process.
- **Launched products in new geographic markets**; Led pre-launch initiatives including assessing legal, commercial, and marketing aspects
- **Revamped** the company website: Led the migration of tech stack, UI/UX redesign, and creation of fresh content. **Increased traffic by 350%**.

Associate Director @ ValueLabs, Hyderabad IN – April 2019 to January 2021

- Led a pioneering project and launched a new pilot product for an untapped industry; **Signed Up 7 clients before release** of the final product
- Collaborated with clients to conceptualise and create products that harnessed the power of AI/ML solutions to address their complex challenges
- Led customer pilots and provided insights for refined business strategies, resulting in a **25% increase in new conversion rates**
- Ensured seamless adoption of products, driving customer success through tailored solutions that maximise their ROI

Program Intern @ CIBI, Coimbatore IN – April to May 2018 (MBA Internship)

- Supported a cohort of 15 start-up teams in the pre-incubation phase on market analysis, product development, and business strategy
- Conducted comprehensive start-up assessments, sector insights, and pitch materials to help start-up teams refine their business plan.
- Initiated and conducted educational sessions on strategic frameworks and methodologies for successful business development

Senior Consultant @ IBM, Bangalore IN – August 2015 to June 2017

- Provided top-tier customer support, serving as a primary point of contact for clients' IT concerns. Coordinated between clients and support teams, expediting issue resolution. Achieved a consistent customer satisfaction with average **score of above 90%**
- Enhanced the service desk performance through projects that **reduced ticketing time by 30%** and boosting overall customer satisfaction
- Recipient of '**Certificate of Excellence**', May 2016 and other internal awards

Senior Manager @ LightMass, Bangalore IN – January 2014 to July 2015

- Led a team of 18 contact centre agents and 3 SMEs, managing staff performance to achieve target metrics both individually and as a team.
- Implemented targeted coaching strategies that resulted in a **35% improvement** in customer service metrics and SLA delivery.
- Initiated and successfully completed the project for creating knowledge base that helps the support agents to **address 85% of the tickets**

Consultant @ Sutherland, Kochi IN – June 2012 to September 2013

- Managed and retained U.S. customers for a major credit bureau, primarily over telephone conversation
- **Exceeded performance targets by 120%**, excelling in call quality, first-call resolution, time taken to resolve, and retention rate

EDUCATION

Master of Business Administration from Indian Institute of Management Tiruchirappalli (IIM Trichy) - March 2019

- Major areas of study: **Business Strategy**; Minor areas of study: **IT Consulting**
- *Placement team coordinator: Forged new relationships with 40+ corporates and fostered existing relationships with 65+ corporates; Handled campus placement of 540+ students*

BE Aeronautical Engineering from RVS CET, Dindigul - August 2008 to March 2012

- Project and Conduct rated *Excellent* by *Hindustan Aeronautics Limited (HAL)*.
- *Founding member & Convener of the department student body - Flying Hawks Association*

BRAGGING RIGHTS

- Helped small and marginal farmers to go digital: set-up a website and social media marketing strategy.
- Contributor for Free & *Open-Source Software* projects viz Mozilla Firefox, Fedora and XFCE
- **Organised an un-conference** on "*Using Free Software & Open Hardware*" at UDC Trichy - attended by 200 students
- **Gave guest lectures** on "*Towards Digital Freedom*" at **PG & Research Department** of Computer Science, Sri Vidya Mandir College, Uthangarai

CORE EXPERTISE

- Sales Team Leadership & Motivation
- New Business Development
- Sales Process Optimization
- Performance Management
- Sales Targets & Goal Setting
- Competitive Intelligence

CERTIFICATIONS & OTHER CREDENTIALS

- Career as a Sales Manager Certification ← LinkedIn
- Sales Operations Specialization ← Salesforce
- Sales and CRM Overview ← Salesforce
- B2B Sales Foundations ← LinkedIn
- Sales: Closing Strategies ← LinkedIn
- Key Account Management ← LinkedIn
- Reports, Dashboards, and Customer Success ← Salesforce
- The Fundamentals of Digital Marketing ← Google
- Machine Learning for Business Professionals ← Google
- Digital Transformation ← LinkedIn Learning
- IT Leadership Professional Certificate ← ServiceNow
- Business Transformation with Google Cloud ← Google
- Digital Transformation Using AI/ML with Google Cloud ← Google
- Software Processes and Agile Practices ← University of Alberta
- Managing Machine Learning Projects ← Google
- Career Essentials in Generative AI ← Microsoft