

RAVI KUMAR Y

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An accomplished professional targeting assignments in **Key Account Management, CRM, Vendor Management, Business Operations and Sales** with a reputed organisation

PROFILE SUMMARY

A result-oriented professional with **over 8.10 years of rich experience** in :

- | | | |
|------------------------------|---------------------------------|--------------------------|
| ~ Business Operations | ~ Key Account Management | ~ Vendor Mgmt |
| ~ Delivery Management | ~ Competitor Analysis | ~ Team Management |
| ~ CRM | ~ Sales | |

- Outstanding success in building/ maintaining relationships with key corporate decisions –makers and establishing large volume & high profit accounts with excellent levels of retention and loyalty
- Dynamic career reflecting pioneering experience and record-breaking performance in the service industry; driving new business through key accounts and establishing partnerships and dealer relationships to increase channel vendor revenue
- Hands-on experience in streamlining & implementing business operational practices; comfortable in interacting with multiple levels of management at different locations
- Exceptionally well-organized with a track record to achieve both personnel and corporate goals

CORE COMPETENCIES

Key Account Management

- Managing customer-centric operations & ensuring client satisfaction by achieving delivery & service quality norms
- Building and maintaining healthy business relations with high net worth and corporate clients ensuring high customer satisfaction by achieving delivery & service quality norms

Vendor Management

- Developing and appointing new vendor partners to expand product reach in the market and coordinating with the partners to assist them to promote the product
- Consolidating dealer & channel distribution network for business revenue.

ORGANISATIONAL EXPERIENCE

Wipro Limited, Chennai as Sr. Project Engineer In - Business Operations & Client Servicing

Apr'19 to Mar'20

Key Result Areas:

- Identify opportunities of growth in the account and lead deal winning strategy and planning

- Drive penetration in relevant client orgs, developing and strengthening relationships with decision-makers and influencers
- Gathering requirements from the client and update it to the delivery team adhere as per SLA.
- Monitors and incorporates trends and market dynamics into account strategy and plan
- Cost of Delivery
- Process & Improvements
- Partner Audit & Compliance
- Partner PO creation Coordination
- Tracking Overall Project Management Framework Adherence & Ensure No Major Non Compliance and Observations during compliance audits.
- Coordinating with resourcing team and key stakeholders in project to ensure timely resource allocation and forecasting
- Tracking and reporting project progress as per agreed frequency, working with various PMs and key stakeholders within the Project
- MIS & Reporting

ValueFirst Digital Media, Chennai as Manager – Key Account Management Apr'18 to Mar'19

Key Result Areas:

- Acquiring / Servicing identified clients and promoting business.
- Maintain existing set of clients and suggest them new services and address their new service requirement.
- Coordinate with Internal departments like Support / Finance/ services/development team to ensure seamless services are provided to client.
- To be single point of contact to client and to provide proper assistance to the queries and concern raised by clients.
- To nurture & develop a relationship with the client and drive new revenue streams with the clients.
- Train clients about the different company products and service and assist them on service on the basis of their use case.
- Strictly abiding to the reports , MIS that are required from time to time as a part of the process, Client Information sheet etc.

Datamatics Global Services Ltd, Bengaluru

May16 to Apr'18

Key Result Areas: Assistant Manager - KAM, Bengaluru:

- Key Account Management with product and service based IT Clients.
- Responsible for Managing Major accounts in Managed Engineering Services and Consulting Business
- Leading the team involved in researching, prospecting & qualifying the targeted accounts to generate new sales opportunities.
- Responsible for Building New Accounts for the company offerings in Testing, Research & Analytics, Publishing Services, Application Development, IT Consulting and Services.
- Identifying client interaction opportunities that includes request for information & meetings
- Managing RFI, RFP, & RFQ
- Established healthy business relations with Clients for securing repeat business & long term loyalty; worked towards solving their queries and complaints efficiently
- Sustained relationships with the Clients for exploring new opportunities

- Campaigning product and services

Highlights:

- **Won Team Award** - as a team performer in achieving the target towards the client for scaling up towards business continuity in short period.
- **Won Individual Spotlight Award** - as a top performer in Sales for My Individual contribution towards some most valuable client for scaling up towards business continuity in short period.
- Augmented the **revenue from 15 Lakhs to 6 Crore** with the clients for '16 to '17.

Protean Inc, Chennai as Assistant Manager – Business Development

May14 to Mar'16

Key Result Areas:

- Managing existing/new IT and NON IT clients in India and Middle East.
- Acquiring clients through Cold calling, Lead generation, Social media, etc., India and Middle East.
- Identifying and assessing a client's critical needs.
- Identifying short and long term growth opportunities.
- Presenting business proposals to prospective clients.
- Managed responses to RFIs, RFPs, and RFQs from major Clients. Activities included the preparation of formal proposals and quotations to handling follow up questions.
- Product & Services Sales
- Selling HR Services ERP Applications "Softtech" to IT and Non IT clients in pan India.
- Attending meetings with clients for product customization.
- Conducting regular Business Reviews with the clients.
- Forecasting and tracking key account metrics.
- Keeping up to date with market trend and competitor activity.

Future Focus Infotech, Chennai as Sr. Business Relations

Feb'11 to Dec'13

Key Result Areas:

- Key Account Management with product and service based IT Clients.
- Responsible for all client communications, conflict resolution, and compliance on client deliverables and revenue.
- Build & maintain a good rapport with clients at levels
- Ensure client satisfaction on all assignments.
- Preparing new business plan for every quarter if requires.
- Reviewing all major deliverables to ensure quality standards and client expectations are met.
- Working closely with the Client Servicing team in order to maintain a continuous knowledge of project status in order to identify potential opportunities within or related to the project.
- Reporting to the Head, providing regular input on all account activity, including status and call reports on a weekly basis.
- Motivating the team to achieve high standards and targets.
- Dealing with and resolving problems and issues which arise.

ACADEMIC DETAILS

- M.B.A. (HR & Marketing) from Anna University, Chennai in 2010.
- Bachelor of Science (Computer Science) from Madras University, Chennai 2007.

PERSONAL DETAILS

Date of Birth: 02nd Jun, 1987

Languages Known: Tamil, Hindi, English, Telugu