**KANNAN**

[**KANNAN.371103@2freemail.com**](mailto:KANNAN.371103@2freemail.com)

B-Tech in Computer science with 6 years of experience as IT professional with strong background in Systems administration, Project management, CRM administration, Centralized operation, Global workforce management – RTA and Marketing including products and services for international markets.

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|  | **Core competencies include:** | | |
|  | Project management / Account management | ● Quick base / Oracle / Sales force/Citrix | |
|  | System/IT administration / Siebel administration | ● Business analysis / Market research | |
|  | Operation / Work force management | ● IC Supervisor/ Nfocus / IC client | |
|  | eWFM aspect / Avaya CMS Supervisor | ● MIS report generation / Excel dash boards | |
|  | MS office applications / Excel macros | ● Marketing / Customer service | |
|  | Basics of C / C++ / Java / J2EE / HTML and .Net | ● | Real-Time Analysis Tools |
|  | Excellent time management & organizational skills | ● | Incident management |

**Professional Experience:**

**IFFCO SEVILLE PRODUCTS LLC, UAE**

IFFCO is a United Arab Emirates based business house, which manufactures and markets a well integrated range of consumer products. From the group comes some well-known brand leaders including Allana, Tiffany, Al Baker, London Dairy, Igloo, Hayat, Noor, Allegro.

**SIEBEL ADMINISTRATOR** (April 2014 - Present) Report to: Head of the department.

Recruited as Siebel administrator for handling Siebel Application CRM system across business unit.

**Responsibilities:**

* Managing a comprehensive, 360 degree view of budget, including service history, order management, interactions, and account profiles in Siebel.
* Monitor and manage Siebel performance/ Activity planning/fund allocation/deals creation.
* Administration of Siebel application & Troubleshoot Siebel performance issues.
* Co-Ordination with Network/Computer Management/Database Administration team.
* Understanding the Siebel modules and utilizing them properly to plan, schedule and execute activities.
* Supported with research requests and data validations regarding the CRM system.
* Evaluated and reported project trends.
* Performed resource allocation, budget administration and budget forecasting.
* Managed and forecasted an annual operating budget and business plan of $ 3.5M (CMI & TMI) across 33 countries in Siebel.

Page **1** of **3**

* Acted as first point of contact for CRM application from the business unit across 30 business group.
* Raising purchase requisition, purchase order in Oracle.

**Additional Responsibilities:**

**Marketing:**

* Assisted with company website design, and manage all social media and social networking sites.
* Managing advertising and digital agencies.
* Develops and executes marketing plans and programs to ensure the profit growth and expansion of company products and/or services.
* Working closely with design agencies and assisting with all kind of hi res artwork development.
* Analyze market trends and recommend changes to marketing and business development strategies based on analysis and feedback.
* Organizing & attending events such as conferences, seminars, receptions and exhibitions.
* Evaluating marketing campaigns.
* Liaising with media, printers and publishers as required and managing the production of marketing POS materials.

**Project management (NPD)**

* Develop and execute project plans and schedules to ensure delivery of requirements within approved budget and timeline in accordance with business gate review process.
* Evaluate the financial aspects of product development, such as budgets, expenditures, research and development appropriations, and return-on-investment and profit-loss projections.
* Build high performing team dynamics by leading regular team meetings and ensuring effective communication, motivation, accountability, and conflict resolution.
* Work closely with Research & development, QA, sales and purchase team regarding project management.
* Challenged by tight deadlines, stepped into several roles, such as quality assurance liaison, during peaks in product development lifecycle.
* Successfully launched 4 new brands with 20 SKU's.

**SUTHERLAND GLOBAL SERVICES, INDIA**

Sutherland Global Services is world’s leading provider of business process outsourcing services since 20 years and operates in multiple delivery centres across United States, India, Philippines, and Canada. They are an IT enabled and BPO company specializing in customer management and back-office services.

Page **2** of **3**

**SENIOR SPECIALIST-Team Lead CENTRALIZED OPERATIONS** (Feb 2011 -April 2014)

Hired as Business executive in centralized operations and promoted to senior Operations Specialist to analyse processes and procedures and work with the IT Department to implement quality improvement ideas in the CRM system.

**Responsibilities:**

* To ensure implementation of processes for all services covered in the SOW, ensure 100% SOW compliance & timely escalate non-compliance to Program management.
* Administer and maintains a high degree of quality and accuracy in the administration of the overall system. Proactively works with manager to identify system and process issues and inefficiencies.
* Key accounts - Intuit/TurboTax/QuickBooks/Private Label/AT&T/Schlumberger.
* Managing high and critical Incidents to ensure timely completion with minimum impact.
* Updating employee roles, profiles/responsibilities and data tables within the CRM applications to ensure systems are operating on up-to-date and accurate data.
* Real-Time Queue management/ Scheduling and Forecasting/ Call routing and Re-skilling.
* Create reporting utilities, management reports, spreadsheet models and ad-hoc queries to support business analysis.
* Interaction with internal/external clients. Performance review calls to identify & discuss the challenges & requirements.
* Maintain SLA doc for all the activities performed by the team, collect performance data, analyse and publish.

**Academic Background**

**Bachelor's Degree(B-Tech) in Computer Science & Engineering** -2006-2010 - Cochin University ofScience and Technology(CUSAT university)

**Certifications:** J2EE, ISO 9001: 2015 QMS Awareness and internal Auditor course

**Training**:Undergone project management Training, SGS CBE training ISO 9001: 2015 QualityManagement Systems

**Achievements:**

* Certificate for extraordinary works and effort going beyond the normal call of duty.
* Won prizes in district/state/national level Kabaddi championship.

**Environment:** Windows XP, Siebel 8.1, Lotus notes 8, Oracle, Quick base, Oracle, Sales force, Citrix, MSOutlook, IC Supervisor, Nfocus, IC client, RTA tools. Avaya CMS

Page **3** of **3**