**SRINIVASA**

AMIE /B.E. (E.C.), MBA (Mktg.)

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## **Heading:** A Techno-commercial business development professional, having expertise in Low Voltage (CCTV/ACS, SaaS etc.)/Solar/UPS & IT Sales, looking for a suitable opportunity in any standard organization.

**Current available Location:- in Dubai, UAE.**

**Current Job status : Ready to join immediately anywhere in UAE/GCC or India.**

**Salary expected : negotiable as per employers requirement.**

### CORE COMPETENCIES

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| * Modern Business development * Direct & Email Marketing * Project/IT Solutions Sales * Lead generation expertise * Data driven marketing | * Projects Management * Channel Management * Territory Management * Team Leadership * Service oprns. mgmnt. | * Digital Marketing (learning) * Account management * Competition Analysis * Profit ctr. management * Customer retention |

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| **PROFILE SNAPSHOT** |
| * Business Development Expert with Engineering & Management background * Marketing technologist with data driven analytical skills. * Handled Projects sales in ELV (CCTV, ACS etc.)/Solar/UPS/Power electronics/ IT/cloud & AMC / Services Marketing * Managed & supervised Projects teams & after Sales /Services operations * An effective communicator with analytical & techno-commercial skills * Ability to user personal and professional network to generate leads & business * Using communication skills & digital mktg. tools with high resilience for lead generation and business development * Trained Sales & Service teams on projects & services in quality aspects * Expert in cold calling/direct marketing & lead generation in the past tenures * Customer retention & Account management expert * Well exposed to Product Launching/Promotions and Brand management * Team Leadership with Territory & Profit centre management capabilities * Handled Banking, Public sector & Enterprise /corporate accounts * Tech-savvy & quick learner as per business requirements |

**EDUCATIONAL QUALIFICATIONS**

* MBA (Marketing) from (ITM), India. (Note: MBA Certification from Southern New Hampshire University of USA), completed in 2002.
* B.E. or A.M.I.E (E.C.) from “The Institution of Engineers (India)”, completed in 1992, India.
* Got exposure and basic knowledge of ISO 9001: 2015 QMS implementation & Auditing
* Upgrading skills through learning “Digital Marketing professional” certification course

**Recent/Current Job details: Current Location@ Dubai, UAE**

Since Feb-2018 till August’ 2018 : - Currently on a short term contract with M/s. Gulf detection Trading Co. LLC., in Dubai, UAE for **Low Voltage**(i.e.CCTV, Networking, Access control, Gate barriers etc.) projects Sales and Services Management Supporting these contractors for job in hand projects and tenders on techno-commercials. Used Modern marketing skills for lead generation and customer engagement. Took total ownership of the clients

Within short span of time, Generated Projects funnel base worth more than 10 Million and converted few through Leading MEP Contractors & Consultants in UAE Market. Developed good Contacts

**Previous experience details:**

Jan-2017 till Jan 2018 as Sales manager retail at M/s. Zicom SaaS Pvt. Ltd. Hyderabad, India Handled Enterprise retail sales & also Channel sales for Zicom Electronic security systems products & Projects in CCTV, ACS, Solar Fencing, Solar street lighting with Cameras etc. Used Modern marketing skills for value addition

Also the latest IoT/Cloud based / SAAS / ELV products in the field of E-surveillance, in South India.

January 2015 till Oct-2016: worked as Sr. Manager Sales. M/s. HBL Power Systems Ltd., Hyderabad, India, handling System integrators / Channel Sales and Institutional customers for generation of regular business in Power electronic devises, Solar based security systems & special kits of Solar power solutions also looked after service operations and interacted with other dept. like Production, Logistics, quality etc… Since 7th Dec’2011- Till Dec-2014: worked as Sr. Business Development Manager. M/s. Thakral Services (India) Ltd., Hyderabad, India, handled major banks i.e. SBI,ICICI etc., accounts for regular business in Electronic security systems (CCTV / Biometrics, also Solar projects as a profit centre head for the division in Hyderabad region, was also looked after technical projects & service operations and interacted with other dept. like Logistics etc. Apart from BFSI & PSU’s, also handled few system integrators/ channel partners..

May’2003 to Nov’2011: M/s. Sipcon Systems, Hyderabad – had been working as partner by owning the business and created a brand name in the Hyderabad Inverters market, launched products like “Sukam, Crompton greaves, Microtek, Luminous, Exide” make power inverters in Hyderabad, India.

Effectively worked on the field of Power electronics UPS, Inverters, Solar Products / IT Products and services; and developed many loyal customers in Hyderabad & AP. Had a small network of channel partners.

Dec’2001 to May’2003: SMS Technologies P. Ltd., Secunderabad as Manager (Marketing)-Channel/ enterprise sales, handled the operations of after Sales, distribution and Maintenance of Power products like UPS, Inverters and Batteries of leading Brands i.e.APC, Exide, Tata..

Jan’2001 to Nov’2001: Wings Infonet Ltd., Hyderabad as Territory Manager-handled Institutional sales, promoted “Wings” Accounting **software** package, their mini ERP S/w packages in Institutions

Dec’1997 to Oct’1998: Accel Automation Ltd., Madras as Territory Manager (IT Solutions)-Enterprise sales, handled Corporate Accounts like L & T Mc.nil, Audco Ltd, Bengal Tigers, Mitsubishi Corp., World Vision Organization etc. for total IT Hardware & Networking Solutions for their projects.

Sep’1995 to Nov’1997: Softek Ltd., Madras (now Chennai); Channel sales of **software** products

First Joined as a: Marketing Research Executive, later confirmed services as: Marketing Executive

Handled software products (Accounting, TQM / BPR, etc.), solutions through dealer-distributor channel in Tamil Nadu and Kerala States, Received All India best performer awards twice.

Nov’1994 to Aug’1995: Mercury Electronics Pvt. Ltd., Madras as Resident Engineer- as an Apprentice.

(Successfully handled servicing activity for Photo-plotters, supplied at the then Corporate like CDOT, New Delhi, CEDT, Chandigarh, OPTEL-Bhopal etc.), Received best performer awards.

**Personal details:**

Nationality Indian national

Marital status Married and blessed with 2 children

Passport / VISA Indian Passport & with UAE working VISA & Emirates ID.

Car driving licence Ready with Indian licence & just applying for UAE car driving licence.