

RAJENDRA PRASAD

Sales & Marketing / Business Development Professional



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Skill Set

- Sales & Marketing
- Business Development
- Market Research
- Client Relationship Management
- Requirement Gathering & Analysis
- Key Accounts Management
- Contract Negotiations
- Setting up new businesses from scratch
- New customer development
- Brand promotion
- Generation of enquiries
- Submission of offers
- Fulfillment to close the sales
- Training & Development
- Team Management

Education

- **M.B.A. (Marketing)** from CV Raman University | 2017
- **B. Tech. (Electronics & Communications)** from ENGR Mangalore Institute of Technological Science | 2004

PROFILE SUMMARY

- Strategic and results-driven Professional with **20 years** of total experience in **Sales & Marketing / Business Development**.
- Extensive experience in the inspection systems industry for the Plastic Packaging Industry OEM, Railways and Telecom Sector, and Industrial and Automotive Batteries in India
- Responsible for developing and implementing marketing strategies, managing customer relationships, and overseeing sales and distribution
- Extensively travelled throughout India, and developed a strong network of contacts in the inspection systems industry
- Proficiently create comprehensive project plans, timelines, and deliverables to guide the execution of consulting engagements and ensure timely completion.
- Adept in collaborating with marketing teams to develop and execute effective sales campaigns, promotions, and initiatives to drive customer engagement and brand awareness
- Well versed with Windows, MS Office, Adobe Photoshop and Internet Applications.
- An excellent communicator with strong analytical, problem solving, multi-tasking and interpersonal skills.

Current Work Experience

FREELANCE BUSINESS CONSULTANT | Since Dec 2022

- Analyze client business operations, processes, and systems thoroughly to identify areas for improvement and optimization.
- Develop customized solutions and strategies to address client challenges and achieve business objectives.
- Collaborate closely with client stakeholders to understand their needs, goals, and priorities, and tailor consulting services accordingly.
- Provide expert guidance and on business strategy, organizational structure, and operational efficiency enhancements.
- Facilitate workshops, focus groups, and meetings to gather requirements, solicit feedback, and drive consensus on proposed solutions.
- Conduct market research, competitive analysis, and industry benchmarking to inform strategic and decision-making.
- Lead cross-functional teams and managing project resources, budgets, and timelines to meet client deliver high-quality results.
- Communicate effectively with clients, project team members, and senior leadership to providing regular updates and recommendations.
- Analyze financial data, performance metrics, and KPIs to evaluate business performance and identify improvement opportunities.
- Develop business cases, feasibility studies, and cost-benefit analyses to support decision-making.
- Provide training, coaching, and knowledge transfer to build client capabilities and ensure successful solution implementation.
- Monitor project progress, identify risks, and proactively mitigate obstacles to achieve project objectives.
- Drive change management initiatives to foster adoption of new processes, technologies,
- Conduct reviews after implementation to measure effectiveness and identify areas for improvement.
- Keep up-to-date with industry trends and best practices, incorporating relevant insights into client engagements
- Develop strong relationships with clients to generate repeat business opportunities.
- Maintain professional ethics, integrity, and confidentiality standards.
- Contribute to the improvement of the firm's reputation by participating in thought leadership and business development activities.
- Consistently search for opportunities to improve both personally and professionally, including pursuing relevant certifications, training programs, and professional development opportunities.

Notable Attainments

- Bringing over 20 years of robust experience in sales and marketing experience in the capital equipment and high-value project industry, with a focus on the Indian market and its subcontinent countries including Bangladesh, Pakistan, and Sri Lanka.
- Established the Indian branch office from the start, taking charge of setting up new business operations.
- Starting a new customer base from scratch. Implementation of brand promotion strategies to increase market visibility.
- Successfully achieved the sales target for the Vision Inspection systems business of a German multinational corporation (MNC) in India and its subcontinent countries. Within 18 months of establishment, grew the client base to nearly 50 new clients, resulting in Euro 10 million in sales.

Personal Details

Date of Birth: 9th June 1980

Languages Known: Tamil, Kannada, English, Hindi, Malayalam, Gujarati and German

Address: #21, 4th Main Road, K.H.M Block, R.T. Nagar, Bangalore - 560032, Karnataka

Previous Employment

INTRAVIS GMBH

Sales Manager | Feb 2013 – Nov 2022

AMARA RAJA POWER SYSTEM LTD.

Regional Marketing Manager | Apr 2009 - Jan 2013

AMARA RAJA BATTERIES LTD.

Marketing Manager | May 2004 - Mar 2009

- Oversaw daily operations at Intravis GMBH, encompassing project planning, procurement, and resource allocation, ensuring alignment with organizational objectives and client requirements.
- Conducted regular performance evaluations and offered leadership and guidance to department heads, fostering a collaborative and high-performing work environment conducive to achieving operational excellence.
- Managed end-to-end project execution at Intravis GMBH, from initial concept development to final delivery, ensuring adherence to timelines, budgetary constraints, and quality standards.
- Collaborated closely with engineering teams to formulate comprehensive project plans, allocate resources effectively, and monitor progress throughout the project lifecycle, identifying and mitigating potential risks and bottlenecks.
- Maintained open and proactive communication channels with clients, addressing inquiries, resolving issues, and soliciting feedback to ensure high levels of customer satisfaction and long-term client relationships.
- Develop and implement strategic sales plans to achieve revenue targets and expand market share in alignment with company objectives.
- Lead, motivate, and coach a high-performing sales team to drive sales growth and meet individual and team quotas.
- Establish sales territories, quotas, and goals, and monitor performance metrics to track progress and identify areas for improvement.
- Recruit, train, and onboard sales representatives, ensuring they have the necessary skills, knowledge, and resources to succeed in their roles.
- Conduct regular performance evaluations, provide constructive feedback, and implement performance improvement plans as needed.
- Foster a collaborative and supportive team environment, promoting open communication, teamwork, and a customer-centric approach to sales.
- Utilize CRM systems and sales analytics tools to track sales activities, pipeline progress, and customer interactions, ensuring accurate forecasting and reporting.
- Stay abreast of industry trends, competitor activities, and market dynamics to identify emerging opportunities and threats, and adjust sales strategies accordingly.
- Negotiate and finalize sales contracts, pricing agreements, and service level agreements in accordance with company policies and customer requirements.
- Resolve customer complaints and inquiries in a timely and professional manner, ensuring high levels of customer satisfaction and retention.
- Collaborate with cross-functional teams, including product development, customer support, and operations, to address customer needs and drive continuous improvement.
- Participate in industry conferences, trade shows, and networking events to promote company products and services and expand professional networks.
- Monitor and manage sales expenses, budgets, and resources to optimize profitability and cost-effectiveness.
- Conduct market research and competitive analysis to identify market trends, customer preferences, and competitive threats, and use insights to inform sales strategies.
- Develop and maintain strong relationships with key accounts and strategic partners, acting as a trusted advisor and advocate for their business needs.
- Demonstrate strong leadership qualities, including integrity, accountability, resilience, and adaptability, to inspire confidence and trust among team members and stakeholders.
- Continuously seek opportunities for professional development and skill enhancement, including attending training programs, workshops, and industry seminars.