

Vasanth Srikumar Varada

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www.vasanthvarada.com

A proficient, skilled, and insightful senior management professional with 20 years of experience in setting up and managing large teams and profit centres; sales operations and channel management in financial services, telecom FMCD (water heaters) industry, and IT Infrastructure. I am a proactive leader and planner with cross-vertical and omni-functional expertise in planning, market penetration, P&L management, and competitor/market analyses.

- Process formulation and implementation
- Recruitment and training
- Product launch and pre-product launch
- Key account management and new business dev
- Retail sales and store operations management
- Leasing and transaction management
- Lease documentation and file management
- Business planning and management
- Strategic leadership and decision-making
- Team building and team management
- Inter-department coordination
- Marketing and Direct business management
- Client relationship & customer service
- Distribution and channel management

Electronics Technology Parks-Kerala (Technopark, Trivandrum & Kollam), IT Park, Govt. of Kerala

Deputy General Manager (Marketing & Customer Relationship), July 2024 to Till Date. Report to CEO, Technopark.

- Space allotment and Contract Management, Manage 490+ IT/ITeS companies with 12.72 m sq. ft.
- Manage operations, customer relationships and continually improve the customer service experience
- Formulate customer service plans, design and implement processes to support existing tenants,
- Facilitate, support, and liaise for new Indian company/subsidiary company registration to establish their office space within the Technopark campus.
- Ensure compliance with statutory requirements within the park, such as crèche, after school, health clinic, cooperative society, and go green initiatives.
- Coordinate with SEZ and STPI for all customers/tenants related matters
- Planning development and execution of all the marketing and advertising initiatives.
- Creative influence on business strategy.
- Generate sales through successful marketing through market research, product marketing, marketing communications, advertising and public relations.
- Business relationship development with key stakeholders (IT Companies, Co-developers, International property consultants, trade associations/chambers, and consulates (both in India and abroad)
- Provide oversight and guidance to advertisement/public relations/social media agencies
- Corporate communications and Marketing budget management.
- Formulate business development plans, design and implement processes to support business growth, through customer and market definition.
- Plan campaigns, roadshows, events, and exhibitions to bring attention to and create interest in the products and services.

Electronics Technology Parks-Kerala (Technopark, Trivandrum & Kollam), IT Park, Govt. of Kerala

Assistant General Manager (Customer Relationship), July 2019 to June 2024. Report to CEO, Technopark.

- Manage Operations, Client Relationships and continually improve the Customer Service experience for 480+ IT/ITeS companies within the Technopark campus.
- Formulate customer service plans, and design and implement processes to support existing tenants, through consistent client interaction. Negotiation, Space Allotment, Leasing, Documentation, Registration, Surrender.
- Work with inter-departments in developing proposals to meet clients' needs, concerns, and objectives.
- Understand Service Level Agreements and coordinate with inter-departments for effective resolution.
- To maintain good response time (TAT) in addressing client-related needs/concerns/issues efficiently and effectively.
- LA Interpellation & RTI related to customer service/client-related activities. Monthly report to Govt under Kerala State Right to Service Act 2012.
- Coordinate with SEZ and STPI client-related matters. Lead, Motivate, Develop, Appraise & Manage Team.

Electronics Technology Parks-Kerala (Technopark, Trivandrum & Kollam), IT Park, Govt. of Kerala

Business Development Manager, August 2014 to June 2019

Handled a team of 10; Drove Billing Revenue of 114 Cr in 2018-19; Report to CEO, Technopark

Key Responsibilities

- Formulate Business Development plans, and design and implement processes to support business growth, through customer feedback and market survey/report.
- Attend strategic meetings and interact with the Thought Leadership team.
- Build relationships with new clients and facilitate business growth working with them.
- Identify opportunities for campaigns, services, and distribution channels that will lead to an increase in visibility/marketing through domestic and international expo participation. Manage promotion and lead generation through marketing agencies handling Media PR, Online & social media, Advertising, and Event Management.
- Knowledge of the market and competitors, Identify and develop Technopark's unique selling propositions and differentiators. Liaise with Builders and Real Estate Business Consultants.

Reliance Communications Limited, Trivandrum Cluster

Direct Sales Lead-Post-Paid (SME & Corporate), Trivandrum Cluster. April 2010- July 2014

Drove Billing Revenue of 65-70 Crores p.a.; Reported to Circle Head and Cluster Head; Handled a 25-Member Team with 2 Team Leaders; Handled Revenue Portfolio of 5-6 Crores/Month—Rs. 4.50 Cr from Retail and Rs. 1 to 1.5 Cr from Corporate.

Key Responsibilities

- Manage, monitor, and ensure prospect funnel tracking, DRR drive, and DST productivity for the team.
- BTL & ATL marketing and advertisement coordination with local and the circle.
- Channel appointments for both DSA & E2E. Recruitment & Training of DSTs. Handle Attrition.
- Channel sales & operations management in retail E2E Stores, ROI analysis.

- In-store branding, visual merchandising, CSAT analysis.
- Organized monthly channel meetings and carried out SME and corporate tapping.
- Ensure training programs in the acquisition front, hygiene parameters, and customer life cycle management.
- Manage Direct team, DSA Channel, E2E Stores, Effective GADs in Postpaid, Cost of Acquisition, API Process compliance, FST accountability & relationship management, and ensure inter-departmental coordination.
- Directly handled 20 Corporate Accounts, IT Channels, and 15 E2E stores.

Reliance Communications Limited, Calicut Cluster

Urban Distribution Lead- Prepaid, Calicut Cluster; October 2008 to March 2010

Ensured Month on Month Revenue Growth of 10-12%; Accountable for Billing Revenue of 140-150 Crores per Annum; Dual Reporting to Circle Head and Cluster Head; Handled Calicut, Malappuram & Wayanad Districts

Key Responsibilities

- Directly monitoring 16 distributors via 8 managers and indirectly managing 90 sales executives.
- Distributor appointments, their daily business tracking, and scheme rollout.
- PPMs & DSEs route tracking; it's billing revenue-recharge and handset/dongle, warehouse coordination.
- Weekly market visitation and DSE route accompany. Monthly training for PPMs and DSEs.
- Timely communication on market feedback with the marketing team.
- Mar-comm to coordinate brand visibility, scheme roll-out, and product launch.
- Conduct sunrise meetings and evening sales analysis with PPMs over con-call.
- Analyze sales and stock replenishment of different product mixes at distributor points.
- Handle CDMA+GSM in the prepaid platform; lessen distribution gaps and improve distribution width.
- Tower-based sub-distributor appointment for larger reach and product placement.
- Exclusive CDMA & GSM Distributor made possible in Calicut city (New Business Model).

ICICI Bank Limited, Trivandrum Region

Assistant Manager-TBG-SEG (Liabilities); Trivandrum Cluster; September 2006 to October 2008

Report to Area Head, TBG-SEG, Trivandrum Cluster; Good Track in Cross Products Sales—FD, MF, LI, Gold; Revenue Managed in First 90 Days of Acquisition Grew By 300% in 2007 from 2006; Monthly Float Maintained Through Acquisition averaged to 2.5-3 Crore; Added 5K New Accounts Bringing 200% Growth In Net Numbers.

Key Responsibilities

- Function as Liabilities Sales Manager under the Current Accounts vertical in Trivandrum.
- Handle 6 branches and a team of 40 Direct Executives with 8 Team Leaders with 15/executive productivity and 2 DSAs for Current Accounts with Independent Financial Agents (IFAs). The acquisition average rate was 600 to 750 accounts per month.
- Develop and promote new marketing schemes such as tie-ups with retail chain outlets for promotions, through post and telegraph, ration shops, hairdressing outlets, LIC agents, and Grameen Mitra agents.
- Handle presentations and queries for walk-ins/current account branch base for the Customer Learning & Awareness Programme conducted in each branch once a month.

Hutchison Essar South Limited, Mangalore-Udupi-Karwar

Assistant Manager, Channel Sales- Postpaid; October 2005- September 2006. Report to Cluster Head-Mangalore.

Key Responsibilities

- Function as Channel Sales Manager for Mangalore and Udupi District in Post Paid Retail Channel.
- Handle 16 Hutch Teleshops (Franchise owned) and 2 DSA on Sales Acquisition.
- Manage recruitment and training for Teleshops, DSAs, and their teams.
- Carry out timely bottom-up communication on market feedback and competitor activities.

MerloniTermoSanitari (I) Limited, Karnataka Region

Sales & Service Engineer- Racold Solare; February 2004 to October 2005. Report to Head Sales-Solar.

Key Responsibilities

- Manage RACOLD Water Heaters (Solar Division) sales in Bangalore and the Rest of Karnataka.
- Associate with the market launch of Racold Solar Brand in the Karnataka market.
- Recruit C&F agents in Bangalore and 14 channel partners across the state and train their executives.
- Bring market presence and visibility. Design process and implement system in place.

Kotak Urja Private Limited, Bangalore Region

Assistant Manager - Marketing; July 2003 to February 2004. Report to DGM-Marketing.

Key Responsibilities

- Handle logistics for 5 distributors in Bangalore city for product delivery. Coordinate with the engineering division for technical support and field surveys.
- Associate with various project-related activities such as commercial installations in factories, hospitals, hotels, resorts, hatcheries, and private and public sector companies in Karnataka and other states.
- Lead generation via cold calls, phone calls, e-mailers, track quotations/tenders, etc. Prepare and send proposals to clients, follow up and negotiate. Handle both water heaters and photo voltaic product lines.

IndianAgroBiz.com, Kottayam and Idukki Region

Agriculture Executive, Agrotech Solutions; April 2000- April 2001. Report to Manager-Administration.

Key Responsibilities

- Associate with sales of Rajphos fertilizers, market survey, and extension activities.

Academic Synopsis

- Pursuing PhD in Marketing, Amrita School of Business, Amrita University
- Post Graduate Diploma in Management, Alliance Business Academy, Bangalore84%
- B.Sc in Agriculture, Professional Degree, Kerala Agricultural University82%
- Pre-Degree (Physics, Chemistry, Biology, Maths), Kerala University77%
- SSLC, Kerala State Board93%

Professional Achievements

Reliance Communications:

- Best Cluster in Postpaid Acquisition for May, June, and August 2010 for RCORE felicitation.
- Awarded Star Hub Performer for achieving 25 DST Productivity and 8.5 Data Productivity in October and December 2010; and January, March, June, July, August, September, and October 2011.
- Most Consistent Sales Lead on Target Vs Achievement (100%) in H1 2011-12.

ICICI Bank:

- Won Kerala Carnival Contest on July 07 in SM Liabilities on absolute current account numbers.
- Won TBG in the Good to Great Summit- RCA Contest in September 2007.
- A top performer in the Extra Millers Contest held from July to August 2007.
- Won SEG FD Idol Contest in May – June 2007.
- Winner of Certificate of Excellence in LI business for September and November 07.
- TBG Super Star Recognition in the SM Category in October 2007 for being one of the Best Four in Pan India.
- Zonal Head Elite Club Member for Nov and Dec 2007 in SM-level on absolute current account nos.
- Best All-rounder SM of South Zone in both current account absolute no: and LI business on Dec 07.
- Pan India TBG Multi-Starrer in SM Category in November and December 2007.

Personal Details

- Date of Birth: 07 June 1976
- Gender: Male; Nationality: Indian.
- Marital Status: Married
- Languages are known: English, Hindi, and Malayalam.
- Hobbies: People interaction, Surfing, Non-fiction books, Current affairs.

For a detailed job description of my current profile, please turn over.....

Current profile: Job Description- Duties & Responsibilities

Deputy General Manager (Marketing & Customer Relationship) - Technopark

- Manage operations, and customer relationships and continually improve the customer service experience.
- Space allotment and Contract Management, Manage 490+ IT/ITeS companies with 12.72 m sq. ft.
- Formulate customer service plans, and design and implement processes to support existing tenants, through consistent client interaction.
- Takes care of negotiation of space, leasing and commercials with the prospective clients and with the existing customers/tenants. In charge of transaction management.
- First-person responsible (FPR) for space allotment, leasing, documentation, registration and surrender.
- Hands-on experience in tendering (e-tendering also) and empanelment process.
- Attend strategic meetings and interact with the Thought Leadership team.
- Facilitate, support, and liaise for new Indian company/subsidiary company registration to establish their office space within the Technopark campus.
- Build and maintain customer relations, meeting new customers by maintaining and leveraging the network.
- Build relationships with new customers and facilitate business growth working with them.
- Ensure the accuracy of all tenant details within the park and that all communications are correctly recorded on file/computer.
- Work with inter-departments to develop proposals that meet customers' needs, concerns and objectives.
- Participate in facility pricing discussions and handle objections by clarifying, and emphasizing agreements worked through differences to a positive conclusion.
- Work with all departments such as finance, engineering, admin, legal, land acquisition, security, HR, purchase and IT to meet customer/tenant needs.
- Coordinate for the visit of Diplomats/Govt officials & guests/foreign delegates to Technopark campus, conduct presentations, brief about the ecosystem of the park and organize campus visits.
- Understand Service Level Agreements and coordinate with inter-departments for effective resolution.
- Execution & registration of fresh/renewal agreements of IT built-up space.
- To maintain good response time (TAT) in addressing client-related needs/concerns/issues efficiently and effectively.
- Preparation of Annual Report- content building, coordination, designing, printing and roll out.
- Handle office space requests and manage the space allotment process by following a transparent system. Convener of Space Management Committee (SMC).
- LA Interpellation & RTI related to customer service/client-related activities.
- Automation of space allotment procedure to ensure transparency.
- Ensure compliance with statutory requirements within the park, such as crèche, after school, health clinic, cooperative society, and go green initiatives.
- Coordinate with SEZ for all customer/tenant-related matters. Serve as the Convener–SEZ matters, and liaise with STPI Office, Trivandrum.
- Daily e-office portal management & document filing.
- Prepare letters/proposals to Govt on customer-related affairs.
- Management of Smart Business Centers (SBCs)- plug-and-play facility of Technopark.
- Monthly report to Govt on new office space offered under Kerala State Right to Service Act 2012.

- To maintain internal audit compliance in the space allotment process and in customer service activities.
 - Lead, motivate, communicate with, develop, appraise, and manage team performance to ensure they are fully motivated to achieve the best performance to meet the organization's needs. Liaise with HR on employment issues if any.
 - To liaise with HR to organize internal & external training programmes on identified parameters thus ensuring the customer service team is fully compliant.
 - To actively participate and engage in various management/inter-departmental discussions placing progressive views & executing actions towards meeting organizational objectives.
 - To take timely & frequent feedback from tenants- IT companies/non-IT businesses regarding their suggestions & customer satisfaction level, discuss and implement changes.
 - Be available to deal with out-of-office hours calls and direct them accordingly to bring the customer's problem to a satisfactory conclusion.
 - Preparation of agenda notes on customer service/client-related matters to be placed in Technopark Executive Council meeting and in General Body.
 - Planning development and execution of all the marketing and advertising initiatives.
 - Creative influence on business strategy.
 - Generate sales through successful marketing through market research, product marketing, marketing communications, advertising and public relations.
 - Business relationship development with key stakeholders (IT Companies, Co-developers, International property consultants, trade associations/chambers, and consulates (both in India and abroad)
 - Provide oversight and guidance to advertisement/public relations/social media agencies
 - Corporate communications
 - Marketing budget management
 - Formulate business development plans, design and implement processes to support business growth, through customer and market definition.
 - Plan campaigns, roadshows, events, and exhibitions to bring attention to and create interest in the products and services.
 - Any other duties assigned by CEO Technopark. Report to CEO Technopark.
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