

Vasanth Srikumar Varada

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A proficient, skilled, and insightful senior management professional with 22 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), and in Commercial real estate cum IT Infrastructure space**. 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.

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| • Process formulation and implementation | • Business planning and management |
| • Recruitment and training | • Strategic leadership and decision-making |
| • Product launch and pre-product launch | • Team building and team management |
| • Key account management and New business dev | • Inter-department coordination |
| • Retail Sales and Store Operations Management | • Marketing and Direct business management |
| • Leasing and transaction management | • Client Relationship & Customer Service |
| • Lease documentation and file management | • 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 500+ IT/ITeS companies with 12.72 m sq. ft. Track the supply vs demand for space within the Park. Maintain a comprehensive overview of the commercial real estate market.
- Manage the inbound/outbound Marketing activities, Handle Operations, Customer Relationships, and continually improve the Customer Service experience.
- Planning, Development and Execution of all the Marketing, Business Strategy and Advertising/PR initiatives.
- Generate Sales through market research, product marketing, marketing communications, integrated marketing.
- Stakeholder consultation and Relationship building (IT/ITeS companies, Co-developers, IPCs, Trade bodies/chambers, Builders, Consulates (India and abroad).
- Investor Relations and Lead Engagement – Corporate Communication.
- Marketing budget management, GTM strategy, Revenue generation – land lease and IT built-up lease.
- Plan campaigns, roadshows, events and exhibitions to bring attention to and create interest in the products and services.
- Brand merchandise and Internal engagement to promote pride and brand identity.
- Formulate customer service plans, design and implement processes to support existing tenants,
- Facilitate, support, and liaise with new Indian companies and subsidiary companies to register 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 customer/tenant-related matters.
- Formulate business development plans, design and implement processes to support business growth, through customer and market definition.

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

Assistant General Manager (Customer Relationship), July 2019 to June 2024. Report to the 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, 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, 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 by 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 at the local and at the circle level.
- 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, and CSAT analysis.
- Organised monthly channel meetings and carried out SME and corporate tapping.
- Ensure training programs in the acquisition front, hygiene parameters, and customer life cycle mgt.
- 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

- PhD in Marketing, Amrita School of Business, Amrita UniversityPursuing
- 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: Interacting with people, Web browsing, 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 the inbound/outbound Marketing activities, Handle Operations, Customer Relationships, and continually improve the Customer Service experience.
- Space allotment and Contract Management, Manage 500+ IT/ITeS companies with 12.72 m sq. ft.
- 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.
- Strategic Event Planning and Stakeholder forums - Business relationship development with key stakeholders (IT Companies, Co-developers, International property consultants, trade associations/chambers, and consulates (both in India and abroad)
- Brand strategy, Messaging and Media Relations - provide oversight and guidance to advertising/public relations/social media agencies.
- Investor Relations and Lead Engagement - Corporate communication.
- Marketing budget management.
- Market Development Strategy (GTM) - Formulate business development plans, design and implement processes to support business growth, through customer and market definition.
- Revenue Generation - Land for long-term lease and IT built-up space lease.
- Plan campaigns, roadshows, events, and exhibitions to bring attention to and create interest in the products and services.
- Brand Merchandise and Internal engagement to promote pride and brand identity. Develop and execute stakeholder engagement to strengthen the cohort.
- Formulate customer service plans, design and implement processes to support existing tenants through consistent client interaction.
- Takes care of negotiation of space, leasing and transaction management with the prospective clients and with the existing customers/tenants.
- First-person responsible (FPR) for space allotment, leasing, documentation, registration and surrender of office space.
- Hands-on experience in tendering (e-tendering also) and the 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 by working with them.
- Ensure the accuracy of all tenant details within the park and that all communications are correctly recorded on file/in the system.
- 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 emphasising 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 the Technopark campus, conduct presentations, brief about the ecosystem of the park and organise campus visits.
- Understand Service Level Agreements and coordinate with inter-departments for effective resolution.
- Manage the 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 Marketing/Customer Service/Lease/Client-related subjects.
- Automation and Implementation of the space allotment procedure to ensure transparency.
- Automation and Implementation of the Queue Management System and published on the Technopark website.
- Automation of the CRM portal.
- Ensure compliance/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 the STPI Office, Trivandrum.
- Timely E-office file clearance (paperless office).
- Prepare letters/proposals to the Govt on marketing/customer-related affairs.
- Monthly report to the Govt on new office spaces 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, develop, appraise, and manage team performance to ensure they are fully motivated to achieve optimal performance, meeting the organisation's needs. Liaise with HR on employment issues, if any.
- To liaise with HR to organise internal & external training programmes on identified parameters thus ensuring the marketing and customer relationship team is fully compliant.
- To actively participate and engage in various management/inter-departmental discussions, placing progressive views & executing actions towards meeting organisational 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 Marketing and Customer Relationship matters to be placed in the Technopark Executive Council meeting and in the General Body.
- Reports to the CEO, Technopark.
- Any other duties assigned by the CEO, Technopark

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