

Vasanth Srikumar Varada

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www.vasanthvarada.com

A proficient, skilled and insightful senior management professional with 18 years' of experience in setting up and managing large teams and profit centers; sales operations and channel management in financial services, telecom FMCD (water heaters) industry and in 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
- Retail sales and store operations management
- New business development
- Documentation and file management
- Business planning and management
- Strategic leadership and decision-making
- Team building and team management
- Inter-department coordination
- Direct business management
- Client relationship & customer service
- Distribution and channel management

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

Assistant General Manager- Customer Relationship, July 2019 to Till Date. Report to CEO, Technopark.

Key Responsibilities

- Manage Operations, Client Relationship and continually improve the Customer Service experience.
- Formulate customer service plans, design and implement process to support existing tenants, through consistent client interaction.
- Work with inter departments developing proposals to meet client's 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 process to support business growth, through customer and market definition.
- Attend strategic meetings and interact with Thought Leadership team.
- Build relationship 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 marketing through domestic and international expo participation. Manage Marketing Agencies on Media PR, Online & Social Media, Advertising and Event Management.
- Knowledge on the market and competitors, Identify and develop Technopark's unique selling propositions and differentiators.

Reliance Communications Limited, Trivandrum Cluster

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

Drove Billing Revenue of 65-70 Crores p.a.; Report 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 appointment 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.
- Organize monthly channel meet and carried out SME and corporate tapping.
- Ensure training programs in 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 handle 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

- Direct monitoring of 16 distributors via 8 managers and indirectly manage 90 distributor sales-executives.
- Distributor appointment, their daily business tracking and scheme roll out.
- 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 marketing team.
- Mar-comm to coordinate for brand visibility, scheme roll out, and product launch.
- Conduct sunrise-meeting, evening sales-analysis with PPMs over con-call.
- Analyze sales and stock replenishment of different product mix at distributor point.
- Handle CDMA+GSM in 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 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). Acquisition average rate was of 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, hair dressing outlets, LIC agents and Grameen Mitra agents.
- Handle presentation and queries for walk-ins/current account branch base for Customer Learning & Awareness Programme conducted in each branch once in 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 sales of RACOLD Water Heaters (Solar Division) in Bangalore and Rest of Karnataka.
- Associate with the market launch of Racold Solar Brand in Karnataka market.
- Recruit C&F agent 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 engineering division for technical support and field survey.
- Associate with various project-related activities such as commercial installations in factories, hospitals, hotels, resorts, hatcheries, private and public sector companies in Karnataka and in other states.
- Lead generation via cold calls, phone calls, e-mailers, track quotations/tenders etc. Prepare and sent proposals to clients, follow up and negotiate. Handle both water heaters and photo voltaic product line.

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

- 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 in the July 07 in SM Liabilities on absolute current account numbers.
- Won TBG in Good to Great Summit- RCA Contest in September 2007.
- Top performer in the Extra Millers Contest held during July – August 2007.
- Won SEG FD Idol Contest in May – June 2007.
- Winner of Certificate of Excellence in LI business for the month of September and November 07.
- TBG Super Star Recognition in 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 in LI business in December 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 known: English, Hindi, Malayalam.
- Hobbies: Listen & Interact with people, Internet browsing, Interested in non-fictions, Current affairs.