Sri Chaithanya

Transformational Leader

Basic Information

Age	: 43
Qualification	: MBA
Experience	: 18+ years
Nationality	: Indian

Language Proficiency

Tamil	●●●●●
English	●●●●●
Hindi	●○○○○

Contact

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Chennai, Tamil Nadu, India

About Me

Business Strategist, Techno Marketer, GTM Expert, Growth Hacker, Productivity Catalyst, Problem Solver & Startup Coach with 15+ years of game-changing leadership experience by adding value and making the difference that matters a lot to businesses with AI

Core competencies

Business & Market Analysis

•Doing primary & secondary market analysis to ensure right product/market positioning.

Go-To-Market Sketch

•Preparing Go-to-market road map & techno marketing strategies for lead flow maximisation.

•Analysing the quality of your lead flow, pipeline & sales conversion cycle and provide strategic recommendations for market outreach.

Campaign Management

•Implementing Marketing Automation & advanced campaign management tools.

•Preparing digital marketing program for optimal results.

Marketing Automation

•Making multichannel marketing assets more interactive, build & manage potential contact list.

•Implementing AI/Chat bots & lead scoring models to understand visitor's interests & behaviour patterns.

Conversion Optimisation

•Preparing website analytics and provide comprehensive report on the size & impact it creates on potential customers.

•Analysing quality of lead flow, pipeline and provide strategic recommendations to improve the sales closures cycle.

•Analysing campaign expenses vs results and provide value-added suggestions for conversion rate optimisation, higher ROI.

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Leadership Skills

- Analyzing
- Decision Making
- Goal Setting
- Ideating
- Strategising
- Problem Solving
- Business Planning
- Delegating
- Scheduling
- Team Handling
- Empathizing
- Motivating
- Tracking
- Controlling
- Delivering

Core competencies

Sales Force Automation

•Delivering technology to run integrated CRM & Sales Force Automation to build better engagements.

•Helping team to enable products to auto interact & follow up with the potential clients for up selling.

Digital Customer Engagement

•Analysing digital transformation needs for business and support with a digital transformation roadmap.

•Rolling out customer engagement models to increase customer advocacy & develop metrics to measure the engagement impact.

•Building Customer Satisfaction Surveys on products & services and analyse customer satisfaction index.

Key Accounts Management

•Implementing Key Accounts Management Model to Monitor & observe large key client / project and give a comprehensive report to take strategic decision for high volume deal closures .

Success Story Optimization

•Creating success stories, case studies on project completion & client satisfactions report, further developing a foolproof strategy to acquire clients in similar space.

•Helping sales team with consultative approach for increasing customer acquisition.

Revenue Channel Building

•Leveraging existing client base/ audience and building a new revenue channel around existing business ecosystem and support Idea to launch of a new business.

Knowledge Enhancement

•Doing knowledge audit on resources and conduct survey to evaluate knowledge gaps & build a knowledge base to fill the gaps.

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Presentation Skills

- Pitch Decks
- Presentations
- Explainer Videos
- Webinars
- Live Streaming
- Work Shops
- Training Sessions
- Product Launches
- Success Stories
- Case Studies
- Surveys
- Feedbacks
- FAQ Building
- Counseling
- Engaging

Core competencies

Business Planning

•Doing business planning & designing impressive corporate pitch deck for investors / partners / other key stakeholders.

•Doing business health diagnosis to prepare report on critical deficiencies to fix and reassure achievement of goals.

•Revalidating business plans, fix flaws and create a contingency business plan for fool proof success journey.

Productivity Optimisation

•Doing business health diagnosis to prepare process reengineering report on critical deficiencies to fix and reassure achievement of goals.

•.Translating vision into goals, milestones, actions plans & KPI for the team to execute, set benchmark & define performance parameters to track & align with the vision.

Business Intelligence

•Delivering Dashboards with data visualisation and tracking business performance, project completion status, team productivity, income & expense trend, revenue trend, budget vs achievements, P&L, competitor analysis to give a comprehensive BI report to the board to take strategic decisions.

Strategic High Growth

•Building organic & inorganic growth strategies and help you reach the higher business potential with diligent forward & backward integrations.

•Building a strategic portfolio by exploring existing ecosystem.

Tactical Problem Solving

•Doing impact analysis, detailed Cause and Effect Analysis /Root Cause Analysis to encode the complexity involved.

• Finding possible solutions for solving critical problems & challenges.

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Functional Skills

- GAP Analysis
- Project Roadmap
- Resource Planning
- Budgeting
- Vision Alignment
- Team Mgmt.
- Synergising
- Delivery Tracking
- KPI Building
- Contest Designing
- Performance Mgmt.
- Expense Tracking
- Topline Boosting
- P&L Mgmt.
- Growth Hacking

Key Projects Executed

Key Accounts Management
24 Months

Eureka Forbes Ltd
Mumbai, Maharashtra, India

Implemented KAMS and optimized their B2B channel management capabilities.

Digital Lead Strategy
12 Months

Forbes Pro
Mumbai, Maharashtra, India

Designed & executed lead flow strategy for digital outreach.

Sales Process Optimization
36 Months

Sales Integra
Chennai, Tamil Nadu, India

Designed Sales & Marketing Process flows of CRM & Marketing Automation Platforms.

Project Management
18 Months

Microthereps Research Lab
Chennai, Tamil Nadu, India

Automated research process & project management for clinical trials.

eGovernence
12 Months

Government of Sri Lanka (CMC)
Colombo, Sri Lanka

Studied existing operation, identified gaps & designed eGovernance model for change management.

Secondary Sales Optimization
24 Months

Mahindra First Choice
Mumbai, Maharashtra, India

Designed secondary sales tracking model & dealer channel strategy demand creation.

CRM & Sales Automation
06 Months

Indusind Bank
Chennai, Tamil Nadu, India

Improved performance of existing CRM with user feedbacks, leaders inputs & analysis.

Dashboards & BI
12 Months

Guardian Management Consultant
Chennai, Tamil Nadu, India

Created a list of indicators for performance tracking and designed Dashboard, Data Visualization with BI.

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Proficiency Skills

- Landing Pages
- Digital Marketing
- Content Mgmt.
- Auto Marcom.
- Sales Chabot
- Lead Scoring
- Behavior Tracking
- Sales Automation
- WFM Automation
- Ecommerce Stores
- Gamifecation
- Dashboards
- IOT
- Data Visualisation
- Webserver Mgmt.

Key Projects Executed

Sales Gamifecation
18 Months

Forbes Pro Ltd.
Mumbai, Maharashtra, India

Analyzed performance drawbacks and designed a scoring model with contests.

Go-To-Market Roadmap
12 Months

Greenrich Grow India Pvt Ltd
Chennai, Tamil Nadu, India

Designed market strategy for new product launch & roadmap for incremental business.

Business Strategy
24 Months

RMX Tech
Chennai, Tamil Nadu, India

Designed product strategy & business models for growth acceleration.

Robotic Sales Automation
06 Months

Dialog Telecom
Colombo, Sri Lanka

Proposed a Robotic Sales Automation for Customer Support & Cross Selling.

Workforce Management
12 Months

DEF Enablement Foundation
Hyderabad, Telengana, India

Designed a sponsor management system and workforce management for better outcomes.

CSR Initiative
06 Months

MSME Directorate
Chennai, Tamil Nadu, India

Designed enablement initiative for MSME-DI & got sponsorship from a leading corporate.

Startup Mentoring
24 Months

Foray Tech
Chennai, Tamil Nadu, India

Startup consulting, business coaching, planning, & executing roadmap for business success.

Private Equity Fundraising
12 Months

Aditya Birla Private Equity
Mumbai, Maharashtra, India

Presenting the pitch deck of the VC Fund to Ultra High Networth clients representing Indsind bank ltd, Chennai.

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Tools Exposure

- Web Analytics ●●●●●
- Keyword Trends ●●●●●
- G-Suit ●●●●○
- Wordpress ●●●●○
- Mautic ●●●●○
- Salesforce ●●●○○
- Vtiger ●●●●○
- Saftaculous ●●●●●
- Tabulu ●●●○○
- Grafana ●●●●○
- Audacity ●●●●●
- VSDC Editor ●●●●●
- Powtoon ●●●●○
- Videoscribe ●●●●○
- MS Office ●●●●○

Education

2000 to 2003

MBA

Annamalai University
Chidambaram, Tamil Nadu, India

Got the wisdom to expand my exposure by solving problems & exploring opportunities.

1997 to 2000

BBA

Bharadhidasan Univercity
Trichy, Tamil Nadu, India

Started my journey in management studies with passion for acquiring business acumen.

Experience

2018 to As on date

High Growth Strategist

Enabling Emerging Corporate
Free Lance Consulting

•Designing & Executing Business Planning, Go-To-Market Sketch, Campaign Management, Marketing Automation, Conversion Optimisation, Sales Force Automation, Digital Customer Engagement, Key Accounts Management, Success Story Optimization, Revenue Channel Building, Knowledge Enhancement, Productivity Optimisation, Business Intelligence, Strategic High Growth, Tactical Problem Solving

•Strategizing and executing focused market outreach programmes for targeted campaigns and digital customer engagement metrics for lead scoring models and sales closure optimisation.

•Implementing WFM with productivity gamification as a performance excellence model for employees' outperformance & retention.

•Designing & executing Integrated BI Dashboards & Business Leader boards to some of the leading corporate.

•Thinking, conceptualising and end to end execution of growth models with the objective of generating higher revenues.

•Optimizing channels in order to improve the performance of the business

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Industry Exposure

- Software & IT ●●●●●
- Banking & Fin. ●●●●●
- Inv. Banking ●●●●○
- Fund Mgmt. ●●●●○
- R&D ●●●○○
- Start-ups ●●●●●
- Real Estate ●●●●○
- Manufacturing ●●●○○
- Automobile ●●●●●
- B2B Business ●●●●○
- Healthcare ●●●●○
- Hospitality ●●●●○
- ecommerce ●●●●○
- Telecom ●●●○○
- Electronics ●●●●○

Experience

2011 to 2018

Chief Growth Strategist

Foray Technology Ltd.
Chennai, Tamil Nadu, India

•Identifying new markets, designing multichannel marketing strategies, go-to market road-map.

•Building new tie-ups & partnerships, new revenue streams, analysing opportunities for launching & expanding product verticals.

•Analysing, identifying and devising top line & bottom-line strategies and executing high growth business road maps.

•Creating pitch decks for start-up funding, creating & fulfilling needs for backward & forward integrations as an inorganic growth strategies.

•Contributing for designing business plans for start-ups, shaping business roadmaps for new business verticals.

•Mapping the market, identifying pursuits across industry verticals and offerings.

•Suggesting for product improvements to increase user on boarding & retention.

•Finding and implementing third party tools to help achieve a faster time to outreach the targeted market and to optimise the conversion rate.

•Obsessed about consumer satisfaction, thereby generating consumer insights using primary & secondary research and solve consumer problems with relevant hacks.

•Analyzing data and users' feedback. exchanging ideas/data/feedback with other departments (Product, design, marketing, top management) in order to present results and make any product or service more user-centric to generate better outcome.

•Designing Integrated BI Dashboards & Leader boards for clients.

•Scaling and automating the growth hacks to achieve higher revenue

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Personality Traits

- Envisioning ●●●●●
- Open Minded ●●●●●
- Consciousness ●●●●●
- Creativity ●●●●○
- Agreeableness ●●●●○
- Networking ●●●●○
- Initiating ●●●●○
- Collaborative ●●●●●
- Adaptability ●●●●○
- Commitment ●●●●●
- Self-Confidence ●●●●●
- Risk Taking ●●●●○
- Handling Pressure ●●●●●
- Conflict Resolution ●●●●○
- Relationship Mgmt. ●●●●●

Experience

Regional Investment Head

2008 to 2011

Indusind Bank Ltd.
Chennai, Tamil Nadu, India

•Managing branches in Tamil Nadu region by adding value with market outlook & business roadmaps for investment products.

•Executing strategy designed by corporate office for the growth of investment vertical for the sate.

Cluster Head

2007 to 2008

Reliance Capital
Chennai, Tamil Nadu, India

•Managing P&L for the cluster and Managing Wealth Managers & ensure the sales performance for the Chennai cluster for all TPP products.

Investment Manager

2004 to 2007

ABN AMRO Bank Ltd.
Chennai, Tamil Nadu, India

•Handling branch customers, executing sales strategy shared by Investment head.

•Generating higher revenues for the branch with portfolio advisory services

Behavior & Astute

Positive Mindset

Always with Positive Mindset, High Personal drive for achievement with diehard passion & commitment for achieving vision & goals.

People Leadership

Aspire to inspire the team members with power packed motivational vibes and strong people management skills.

Power Packed Presenter

Powerful presenter on the stage with excellent communication skills.

Go-Getting Team Player

Capable to drive the team, committed to work independently & collectively for achieving the common goals.

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General Awareness

- Global Economy ●●●●●
- Market Trend ●●●●○
- Innovation Trend ●●●●●
- Industry Trends ●●●●○
- Technology Trend ●●●●●
- Opportunity Trend ●●●●●
- Macro Perspective ●●●○○
- Micro Perspective ●●●○○
- Stock markets ●●●○○
- Oil & Commodities ●●○○○
- Currency Trends ●●○○○
- National Issues ●●●○○
- Geopolitical ●●●○○
- Announcements ●●●○○
- Futurism ●●●●●

Achievements

Multifold Revenue

Advised a manufacturing client in India with innovative growth strategies and help them grow their revenue base by3 times.

Won Multimillion Deals

Presented eGovernance projects to Deputy Prime Ministers, Chief Minsters, Commissioners, IT Secretaries and won multimillion dollar deal for a Sri Lanka based IT client.

Optimized Performance

Diligently engaged with CXO's and designed solutions addressing various industry problems & improved business performance of B2B business vertical for a Global Company

Startup Success Stories

Mentored Start-ups and enabled them for receiving venture funding & achieving success using lean model.

Venture Fund Mobilization

Managed over 1000 Cr of AUM during my employment in banking industry and mobilised over 100 Cr for a privet equity fund.

Launched SaaS Products

Mentored a lean start-up and launched SaaS products, created case studies & success stories based on the problem solved.

Knowledge Base Launched

Created and launched vast knowledge base on product infos, process flows, work flows, approval models, product use cases etc..

Created MSME Bot

Designed & launched SMB Gene, a bot for enabling MSME companies as a pro bono initiative supporting MSME – Directorate.

Managing Business Networks

As a pro bono initiative actively managing Chennai Business Network by adding value to 100 plus entrepreneurs as a community.

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Strategic Initiatives - AI

https://youtu.be/cidlAxq7TBw

Problem Solving Pattern

https://goo.gl/xHYAfo

Leadership Style

https://goo.gl/qabZ29

Value Additions to Business

https://goo.gl/pU99eg

Entrepreneur Support Initiative

https://goo.gl/pU99eg

Transformation Handled

https://goo.gl/j7GL52

Model - Solution Delivered

https://goo.gl/fNz9RY

AI Knowledge Base Creation

https://youtu.be/tn0cUs_4o1k

Sales Drive & Contest Launched

https://growth-accelerator.businesslive.in/

**Open this PDF doc on browser to access all links*

Cover Letter

Dear Entrepreneurs & Business Leaders,

In recent times the competition becomes tough and AI technology is making the whole world get transformed to the next level. With my expertise, I can plan and execute end-to-end growth initiatives that can outsmart competitors and make us set a benchmark.

Being a transformational leader & business strategist for enterprises, I would be delighted to add significant value for incremental topline YoY. Further ensure efficiency in system to optimize business performance.

Please do have a look at my core competencies & expertise in creating positive impact. Feel free to ping me any time to connect up and schedule a meeting.

Looking forward to making a difference that matters a lot for the organisation. I am sure our engagement would be a game-changer for your organization.

With Best Regards,
Sri Chaithanya

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