C.M.P Hari Das

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SUMMARY

An Accomplished Sales Leader with over 20 years of rich experience in Sales & Business Development of **Digital Transformation Solutions, IT Infrastructure Managed Services, Cyber Security Solutions**. A keen planner with proven abilities in devising strategies to augment business & promote IT Infrastructure and Solutions Sales for business excellence. YoY success in achieving provided targets in highly competitive environments. Building relations with high level decision makers seizing control of problem areas and delivering on customer commitments. Excellent interpersonal, communication and organizational skills with proven abilities towards achieving organizational goals.

Highlights:

Team player & Individual Contributor in devising sales and business development strategies for a mixed portfolio of Digital Transformation Solutions, Cloud Services, Managed Services and Cyber Security Solutions, by building and strengthening OEM, SI partnerships and winning new accounts, high-value orders and delivering triple-digit growth.

With CMS Info Systems, built relationships with key decision-makers in Large corporate increased the top line by 130%

With Ellaar Infotek with a team of Five Sales Executives across India, was instrumental in acquisition of 17 new clients in the first two years and gave a growth of 120% in the next two years through upselling and cross selling of the existing accounts

While with PCS, re-established and strengthened p r e s e n c e in the TN and Kerala markets.

With AMD turned around sales performance by improving sales management, OEM, SI strategies and Partner team capabilities, leading to recovery of lost market share and fuel further growth in revenue.

WORK EXPERIENCE

May 2025 to July 2025 worked at Nityo Infotech as Business Development Manager

January 2025 to April 2025 worked a Sales Consultant to Adithya Infotech

July 2024 to Dec 2024 worked at Crowe India (Sofit Infrastructure Services (P) Ltd) as Sr. Business Development Manager

Digital Security Consulting, IT Infrastructure Managed Services.

- Build and maintain strong relationships with key clients: This involves regular communication with clients, understanding their business needs, and identifying opportunities for growth and expansion.
- Develop account strategies: work with clients to develop account strategies that align with their business objectives and help to achieve their goals.
- Work collaboratively with other teams: work with other teams within the organization, such as sales, marketing, and product development, to ensure that client needs are being met.
- Manage client expectations: work to manage client expectations by ensuring that clients understand what products and services are available, what the organization can and cannot do, and what timelines are realistic.

- Ensure client satisfaction: monitor client satisfaction, identify any issues or concerns, and work to resolve them in a timely manner.
- Analyze account performance: analyze account performance to identify trends and provide insights and recommendations to improve account performance.
- Negotiate contracts and renewals: negotiate contracts and renewals with clients, ensuring that both parties are satisfied with the terms and conditions.
- Maintain accurate records: maintaining accurate records of client interactions, including contact information, contract terms, and any issues or concerns that arise.

August 2022 to March 2024 worked as a Sales Consultant with one of the partners in selling their range of products viz., Desktops, Laptops, Thin Clients, Workstations, Storage, Networking Products etc., and also IT Infrastructure Managed Services and Digital Transformation Solutions.

November 2021-July 2022 worked at Sysnet Global Technologies Pvt Ltd (https://sysnetglobal.com) as Sr Business Manager-South

Digital Transformation Solution, Cloud Services, Managed IT Services, IT Security Solution

- Build order book Exceed quarterly order book targets (Achieve Top Line) Meeting and exceeding sales targets for the year from new as well as existing customers.
- Revenue maximization and market share through strategic sales.
- Meet senior people in client organization i.e. CXO, Leadership.
- Account mapping and identifying decision-makers. Providing market trends/directions for the territory. Mapping the territory and prioritizing the customer base.
- Identify engagement opportunities across the client business.
- Be able to deeply assess and understand customer needs and create customized solutions through an effectively articulated value proposition statement enabling

customer s business improvement. Develop customized learning solution as per the problem statement defined by the client create compelling presentations.

- Conduct presentations to senior management at client site.
- Conduct multiple Negotiations with the SPOCs at client and ensure proper contracting.
- Working closely with the delivery team for a seamless execution.
- Pipeline creation and achieving volume and quality of sale.
- Mapping the territory and prioritizing the customer base.

November 2019 to October 2021 worked as a Sales Consultant with one of the partners in selling their range of products viz., Desktops, Laptops, Thin Clients, Workstations, Storage, Networking Products etc., and also IT Infrastructure Managed Services and Digital Transformation Solutions

August 2018-October 2019 worked at CtrlS Data Centers Ltd (www.ctrls.in) as Sr Manager- Sales Colocation, Managed Services

- Identifying and hunting Data center colocation, cloud, and managed services opportunities for order booking.
- Present colocation services and Cloud services at the executive level to mid-size and large enterprises
- Tack individual funnel, Client visits and prepare sales forecasts and meet the order book target
- New account development and management by developing long-term strategic relationships with key accounts.
- Understand Clients IT Infrastructure requirement and suggest the best On-premises Colocation or Cloud option.
- Provide regular feedback on competition analysis, pricing strategy, channel strategy and marketing activities for the TN & KL region.
- Build relationships with telcos , Hyperscalers and OTT players to track opportunities for Chennai market

May 2017 -July 2018 worked as Sr. Sales Manager at Uniware Systems Pvt Ltd

Cloud, Security, Managed Services, End Points (Desktops, Laptops)

- Key Account Management and Opening new accounts and generating a healthy funnel in line with the business targets assigned for territory / accounts / vertical.
- Forecasting and achieving monthly/quarterly business targets by offering IT services to enterprise customer
- Generate New business & Acquire New Logos through existing contacts, connects & sources.
- Building and maintaining strong, long-lasting customer relationships with the customers.
- Negotiate business contracts and agreements to maximize profit.
- Liaise between customers and cross-functional internal teams (Pre-sales, delivery, Finance, etc.,) and OEMs/partners to ensure the customer needs met and to improve the over-all customer experience.
- Ability to understand the customer needs and their business requirement.
- Ability to understand customer pain points in IT services and suggest remedial measures which can create avenues for the business.

September 2015-March 2017 at Team Computers as Business Development Manager-IMS

(RIM Services, Managed Services)

- Maintenance and expanding customer base by counselling sales representatives
- Building and maintaining rapport with key customers
- Identifying new opportunities.
- Acquisition of new clients
- Mapping the organization
- Generating new business.
- Account/ Relationship Management, executing the strategic plans, for key customers.
- Create monthly, and quarterly plans on the assigned accounts
- Responsible for closing the orders.
- Mapping the customer's expansion details and developing a sales plan on the assigned accounts.

February 2014-August 2015 at Dixit Infotech designated as Branch Head

IT infra products, IT solutions, Networking products

- Responsible for generation of business from existing accounts and generation of new accounts and also look for smooth services.
- Maintaining sales funnel and participate in regular sales reviews with the Management
- Identify new market segments and tap profitable business opportunities.
- Identify, qualify and pursue business opportunities through market surveys and mapping as per targeted plans as well as through lead generation.
- Interacting with existing clients for problem rectification and satisfaction
- Handle client Escalations regarding service issues and resolve it.
- Maintain good relationships with the OEM's and existing clients.

November 2010 to December 2013 at CMS Info Systems Pvt Ltd designated as Area Sales Manager based at Chennai

Managed IT Services, Availability Services & System Integration (IT Solutions, Safety and Surveillance and Telecom Services viz., Colocation, Business Collaboration, Data Centre Services)

- Develop pipeline of opportunities with strategic clients.
- Qualify identified deals from early stage to late stage, developing executive level relationships within the client organization.
- Develop and maintain relationships at multiple levels in the client organization either directly or through an extended pursuit team that includes the Delivery team and the senior executives.
- Lead the development of client value propositions and solutions at multiple stages of the pursuit process with qualified solutioning experts.
- Manage the pursuits through governance processes.
- Lead the pursuit team in confidently presenting the deal solution, financial and commercial value proposition.
- Lead to negotiate positive win-win contracting relationship.
- Lead seamless handover process between Sales team and Delivery team after contract closure.
- Develop new business from the existing customers which yields higher revenue to the organization.

May 2007- October 2010 at Ellaar Infotek Solutions Pvt Ltd designated as Business Development Manager based at Chennai

Customized Application Development, DMS, BPM, Mobile Application development

- Solution based selling of products
- Sell in a strategic IT environment and a solution- o r i e n t e d program environment.
- Understand business solutions, which offer an end-to-end platform for customer needs.
- Implement sales/marketing tactics and programs in order to meet or exceed assigned territory objectives.
- Developed and implemented a territory marketing plan, including territory management.
- Managed and prospected accounts to achieve expedient purchase decisions, assisted customers with problem resolutions.
- Articulate the Ellaar value proposition affectively to all levels of buyers.
- Provided close attention to customers' needs and expectation, align all the best solutions.
- Responsible for managing the key accounts across the domains
- Client relationship Management, Business Developments and technical presentations along with presales team.
- Continuous interaction with customer's senior and middle management for various technical and commercial decisions.
- and thereby achieving the Targets.

July 2005-April 2007 at PCS Technology Ltd designated as Business Development Manager based at Chennai

Products Handled   IT Infrastructure Services (Managed IT Services, Data Centre Implementation, Document Management Solutions, ERP)

Responsibilities

- Opening new accounts and generating healthy funnel in line with the targets for the Services Vertical
- Forecasting and achieving monthly business targets by offering bundled IT solutions to enterprise customers
- Business planning strategy and Execution of the strategies for the assigned territory
- Managing account relationship, senior level positioning, effective account mapping, CXO presentations / Demand Generation
- Participate in regional Industry seminars and create brand recall

March 2004-June 2005 at AMD Far East Limited (on contract) designated as Business Development Executive (Channel and KAM)

AMD Processors

Significant Highlights

- Positioned AMD as an alternative against competition in corporate and government
- Boosted sales from 25% to 120% from Tamil Nadu and Kerala markets

Responsibilities

- Responsible for sale activities required to link customer's business requirements to products and solutions, secure and grow the LOB business,
- and drive the relevant programs aimed at developing LOB sales.
- Sales activities may include prospect identification, proposal generation, professional presentations and closing the sale.
- Work as part of an account team to identify, qualify and deliver solutions.
- Responsible for assigned territory, product segment, and the account plan to drive "LOB" goal attainment.
- Co-ordinate with the other members of the sales team (AMD employees and partners) to support account sales and business development strategies.
- Help identify and engage the appropriate partner to meet customer requirements.
- Drive AMD Product strategy into assigned accounts.
- Follow all AMD methodologies and processes related to sales opportunity pursuit.
- Accurately and consistently forecast business for area of responsibility.
- Ensure that the "LOB" sales programs are known and executed, including personal follow-up and engagement in selected opportunities.
- Achieve or exceed the quarterly and annual sales goals for "LOB" business.

August 1998 to February 2004 worked in various capacities as Admin Executive, Data Entry Centre Supervisor

Academic Credentials

B.B.A. Three Year Full Time Degree – from Madras University
HSC   (Commerce) from Sir Syed College, Kannur, Kerala
SSLC   from Moothedath High School, Kannur, Kerala

<u>**Personal Details**</u>

Present Salary	Rs. 1,400,000 CTC (80% Fixed and 20% variable)
Date of Birth	September 27,1970
Languages Known	Malayalam, Tamil, Hindi, English, Bengali
Location	Chennai
Marital Status	Married