



AATHISH AADITHYA



Business Growth Strategist/Sales Operations/Strategic Leadership

Highly accomplished strategic business leader with over 25 years of proven expertise in driving sales, business operations, and market expansion across diverse industries. Renowned for identifying and capitalizing on new business opportunities with a proven track record of generating substantial revenue streams, forging strong partnerships, and spearheading successful product launches. Proficient in sales strategies, product management, and channel development, complemented by a keen understanding of market dynamics and customer needs, delivering sustained business growth and exceptional client satisfaction. A visionary and results-driven executive, excels in building high-performing teams, implementing innovative solutions, and navigating complex challenges to achieve strategic objectives and elevate organizational performance.

CONTACTS



96000 10266



d@xfresume.com



LinkedIn



ACADEMICS



1996

B.E.MECHANICAL

Manipal Institute of Technology,
Mangalore, India

SKILLS PORTFOLIO



Strategic Planning
Executive Leadership
Sales & Marketing
Business Operations
Product Management Lifecycle
Business Process Implementation
Key Account Management
Policy Formulation
GTM (Go-To-Market) Strategy
Market Intelligence
Partnership Development
Distribution Network Management
Digital Marketing
Social Media Management
Business Expansion
Revenue Growth
Team Leadership and Management
Training and Development

WORK EXPERIENCE

Aug 2021 | PRESENT

MULTICORE WARE INDIA PVT. LTD., CHENNAI

SENIOR DIRECTOR-SALES OPERATIONS

Product: Information Technology

Achievements:

- Increased qualified leads by 22%, contributing to a 15% growth in the sales pipeline.
- Enhanced sales forecasting accuracy by 20%, resulting in a 10% increase in sales team quota attainment.
- Boosted annual recurring revenue (ARR) by 11% through strategic account management.
- Reduced administrative tasks for sales teams by 25%, enabling more time for revenue-generating activities.

Key Result Areas:

- Leading global lead generation and sales operations to enhance customer outreach, drive sales team efficiency with qualified leads, streamline transactions and time management, and ensure thorough account research and management.
- Spearheading Marketing, Branding, and Sales Operations across the Asia Pacific and EMEA regions.
- Ensuring strategic participation in webinars, trade shows, and customer engagements with a team of 6 members.
- Leading Sales and Marketing forecasting initiatives, driving alignment with business objectives and market demands.
- Targeting marketing campaigns to effectively engage ideal customer profiles.
- Implementing a data-driven sales forecasting process to optimize resource allocation.
- Managing strategic account initiatives to revitalize underperforming accounts.
- Optimizing sales operations workflows using automation tools.

Sep 2020 | Mar 2021

AUTOMOTIVE MANUFACTURERS PVT. LTD., HYDERABAD

BUSINESS HEAD

Product: Renault Passenger Cars

Key Achievements:

- Achieved a 35% increase in annual revenue and a 12% increase in profitability in December 2020 compared to CY19.
- Attained a 100% Net Promoter Score (NPS) in Major City Outlets.
- Secured 98% customer satisfaction through effective customer service and operational excellence.

Key Result Areas:

- Spearheaded diverse operations in Telangana, encompassing business strategy formulation, process implementation, channel network development, market penetration, automation deployment, and team management.
- Responsible for policy creation, target and budget preparation, seasonal indexing, regression analysis, forecasting, category growth assessment, and client retention.
- Headed a team of 50+ members. Formulated and implemented comprehensive business strategies in Telangana.
- Focused on process optimization, network building, market penetration, automation deployment, and team management.

Oct 2018 | Apr 2020

KAMAL COMMERCIAL VEHICLES PVT. LTD., RAJASTHAN

CONSULTANT CHIEF EXECUTIVE OFFICER

Product: Bharat Benz Trucks & Buses

Key Achievements:

- Achieved ~40% net profit from newly established branches within 3 months.
- Secured a 25% contribution from the MDT segment by June, primarily from rural and capital regions.
- Introduced a new business vertical, resulting in an additional 27% revenue and a 9% increase in lead conversions.
- Designed service modules and real-time working matrices, leading to an 18% revenue growth and brought in 90% customer satisfaction

Key Result Areas:

- Directed a team of 100+ members. Defined KPIs and business objectives, providing vision and leadership to a team of 150+ in profit center sales and service operations.
- Led the development of KPIs and business objectives for a 150+ person profit center sales and service team, providing vision and leadership to achieve targets.
- Strategized and implemented business plans, including identifying new market segments.
- Expanded market reach, securing a substantial contribution from the MDT segment.
- Launched a new business vertical, increasing overall revenue and lead conversions.
- Developed service modules and real-time matrices to measure throughput ratios.
- Implemented training modules to align team goals with the company's vision, significantly improving productivity.

Jan 2017 | Aug 2018

TV SUNDARAM IYENGAR & SONS PVT. LTD., TRIVANDRUM & KOLLAM

AGM – SALES & MARKETING

Product: Mahindra Utility Vehicles & Small Trucks

Key Achievements:

- Achieved a 65% market share turnaround in the small van category through strategic planning and execution.
- Optimized lead management campaigns for the high-end UV range, achieving 45% efficiency in test drives and a 12% increase in conversion rates.
- Developed and executed specific rural campaigns across 7 outlets, resulting in a 25% increase in sales penetration from the overall sales.

Key Result Areas:

- Led a team of 80+ members to manage sales & business operations, including planning, implementation, distribution networking, and turnover productivity.
- Directed comprehensive sales and business operations, overseeing planning, implementation, distribution network management, and productivity optimization.
- Identified new business opportunities, launched profitable products, and orchestrated ATL/BTL marketing campaigns, pricing strategies, and program execution to achieve a successful business turnaround.

Jan 2012 | Sept 2016

OMAN TRADING ESTABLISHMENT LLC-OMAN

SENIOR MANAGER - SALES & MARKETING

Product: Hyundai Trucks & Buses and Isuzu Trucks

Key Achievements:

- Increased revenue by 25% by securing 20 new accounts with a leading fleet construction contractor in 2012.
- Achieved a 75% customer satisfaction index score for the Isuzu Heavy Trucks Range in 2013 and 2014.
- Contributed an 8% increase in overall net profit by successfully penetrating top government sectors by the end of 2015.
- Implemented segmented application strategies for Heavy Trucks product lines, resulting in an additional 18% growth in 2013.

Key Result Areas:

- Managed revenue-generating activities and achieved sales goals and objectives from strategic sales plans with a team of 6 members.
- Led key client acquisition efforts, facilitated training, and ensured smooth transitions to support teams during product launches.
- Successfully entered top government sectors, contributing to overall net profit increase.
- Introduced segmented application strategies for Heavy Trucks product lines, driving significant market expansion and growth.

EARLY EXPERIENCE

Nov 2007 | Nov 2011 SAUD BAHWAN AUTOMOTIVE LLC., OMAN

Deputy Manager – Sales & Marketing | Products: Man Trucks & Buses, HINO Trucks

Sept 2003 | Oct 2007 TATA MOTORS LTD., INDIA

- Senior Manager – Dealer Development, Bangalore (Mar 2006 – Oct 2007)
- Business Manager – Sales, North Kerala (Apr 2005 – Mar 2006)
- Asst. Manager – Sales, Bangalore/Chennai (Sep 2003 – Apr 2005)

Sept 1996 | Jul 2003 PEDIGRI INDUSTRIES LTD., INDIA

- Territory Manager – Sales, Coimbatore (Jun 2001 – Jul 2003)
- Senior Area Executive – Sales, Chennai (Jun 1999 – May 2001)
- Field Executive – Sales, Chennai (Sep 1996 – May 1999)