Ram Ganesh

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+91-9790797707

Business Development Manager – National Level

Result oriented marketing professional with over 19+ years of experience in (Fortune 500 companies and Leading MNC'S company's) and also driving large scale account more than (100 to 5000) CR revenue, National Business Development Manager Seeking Senior roles in Sales, Marketing. Good Knowledge in; - Operations, Corporate sales, B2B,OEM'S Distribution Channel Management, Government, PSU'S, Tender, GEM Portal, Defense , Product Management, Products (cloud, cyber security, Datacenter, IOT, Networking products Lapt Desktop , server, Power product, EV, Electronic product, Electrical Product, Automation Etc.), Integrators (SIs), Pre-sales, SAAS, DevOps, sales, Solution sales, Multi-Brand Retailers Industry products like (PLC, Relay, IOT, Automation product System, Controllers, ETC), Value Added Resellers (VARs), Exclusive Brand Stores, Independent Software Vendors (ISVs), Large Format Retailers (LFRs), Managed Service Providers (MSPs), Corporate Resellers Partners: Vendors, Box Movers, Sub-Distributors, MSPs & MSSPs, etc.

PROFILE SUMMARY

Performance-driven professional with nearly **19+ years of experience in Sales & Marketing,** Business Development, Product Management, Distribution Channel Management and System Integrators

Worked in Fortune 500 companies like **Walmart, Schneider Electric, SAP Laps and Leading MNC'S** company like **TVS Group, Redington Group, Writer Group** Of Companies and meeting exceeding targets relating to revenue growth, customer segmentation, product positioning & branding, sales cycle management and client retention & acquisition

Expertise in driving large scale account more than **(100 to 5000) CR revenue** Account. skilled in developing relationships with, Channel Partners, B2B clients, Government and distributors by identifying the strength of each partner and coordinating with them for effective business development

Products and services handled

Cloud, Cyber security, Software, SaaS, IMS, FMS, RIMS, Datacenter, SOC & NOC ,Network ,Server ,Storage, ,Laptop ,Desktop ,Printer ,Display,AV,Hyper Convergence ,VM Ware ,Citrix, Structured Cabling Solutions, Smart building solutions CCTV,BIO Matric, Access Control,Projector,Display,POS, Backup ,BCP and DR, Power Products (UPS, Stabilizer ,Inverter ,Solar), PLC, Relay ,IOT ,Automation product System , Machine Learning ,Robotics , Artificial intelligent Controllers, Sap Security ,,GRC Consulting ,Bi Tolls, Banking EDC machine , Mobile ,Consumer electronics, Barcode Scanners ,Work From Home Products ,Touch POS Systems ,E-Cash Registers ,Cash Drawers ,Cash Counters, End to end service support for Onsite ,walk in services , warehouse and logistics support to B2B OEM'S, Modular Enclosures ,General Electronics, Telecommunications ,Avocent KVM Solutions

Cloud Technology: -

Aws, Azure, Amazon, IBM, Oracle / Cloud Services (Consulting, Deployment, Managed Services, Security)

Cyber security: -

 SIEM - (IBM Qradar, Splunk, securonix square, logrhythm), **EDR, XDR, MDR** (crowd strike, sentinelone, palo alto, carbon black), **IAM, PAM** (IBM, Sailpoint, savient), **DAM** (Imperva, IBM), **API** (Imperva), **Zero Tolerance Security / Zero Trust Network** (Zscaler, Palo alto), **DLP** (McAfee, Imperva, Force Point)

Software:

 -SAAS, DevOps, ERP sales, CRM, Software (Microsoft, Oracle, SAP, Adobe, VMWare, Citrix, Quick Heal, Novel),

Major Brands handled

 PC /Laptop : (Dell .HP , Lenovo ,Asus ,Acer , ,Mac/Apple, Fujitsu ,Toshiba) / Servers/ Storage(IBM,Dell,HP,Fujitsu,A10),Switching/Routing(Cisco ,HP,D-Link ,Dax ,Extreme, Juniper, Dell, Trended),Storage(NetApp ,EMC ,Overland ,American ,Buffalo ,Hitachi, Quantum),Microprocessor(Intel, AMD, Nvidia)Firewall (Cyberoam, ,Checkpoint ,Juniper Network ,Cisco ,Palo Alto, Dell Sonic wall), Video Conference Polycom ,Cisco, Lifesize, Sony, Avya),Projector (Epson ,Panasonic, Benq ,Sony ,NEC) ,Displays (Samsung ,Sony ,LG ,Panasonic ,Sharp)AV Switchgears Extron , Crestron, Light ware ,Kramer), ,Wireless (Aruba ,Motorola, Ruckus ,Cisco, Transnet),

CORE COMPETENCIES

Marketing / Sales	B2B
Corporate Sales	Channel Partner
Branch and National level Sales and operations	
Distribution Network	Pre Sales
Partner Management	Solution Sales
Change Management	Service Sales
Marketing Analytics	Sales forecast & MIS
Team Building & Organizational Development	

Experience in Fortune Global 500 & MNC'S

SOFT SKILLS

Analytical	■■■■■■■■■
Motivational Leader	■■■■■■■■
Strategic Thinker	■■■■■■■■
Thought Leader	■■■■■■■

CERTIFICATIONS

- **Amazon - AWS** TCO and Cloud Economics (Digital)**,**
- **AWS** Business Professional (Digital)

🏆 AWARDS & RECOGNITION

- Conferred with Award by
  - **Schneider Electric - Fortune Global 500 company**
    - Schneider for Achieved 140% of target set by the company as per guidelines in the FY'2005-06
    - Schneider for 15-20 % increase in Channel partner base year after year
  - **Redington Group-Ensure Support Services Indian MNC LOCATED ASIA, EUROPE, AFRICA**
    - Redington for Through my order Ensure achieved the position of No.1 Brand in India /
    - Redington for Addressed the distribution Channel Gaps in Weak service locations which helped Grow at 1.5x of the market
  - **Walmart Group (Flipkart) A Fortune 500 company**
    - Successfully completed big million-day sales in year 2022 as 140% growth against the last year target
  - **Tvs Electronics Indian MNC located in 126 countries**
    - TVS for All India Performance Plus Award – 2020
    - TVS for Expanded the Multi Brand and Exclusive Service centers which helped in realizing 15% higher ASP & improved Margin.
  - **SAP AG Germany - SECUDE - SWISS BASE MNC: started by SAP AG Germany**
    - Secude for Successfully achieved individual target by 150% and team target by 135% for FY 2008
    - Secude for Improved sales share by 10–15 % at various KEY ACCOUNT
  - **Writer information MNC located in ASIA,Europe,Africa**
    - Writer information for Branch was among the Top 2 branches in terms of sales revenue as well as profitability.
    - Writer information for Best Marketing Manager Award – 2011
  - **Aforeserve.com MNC located in ASIA,Europe,Africa**
    - Aforeserve for Recognized for excellent network throughout region and YOY Growth of 20%
    - Aforeserve for Received best sales person of the year Award Appreciation from Group CEO

💼 WORK EXPERIENCE

Walmart Group (Flipkart) A Fortune 500 company

Manager Business Development – National Level (Mar 2022 to Till Date) -

Walmart is the world's largest company by revenue, with about US$570 billion in annual revenue, according to the Fortune Global 500 list in May 2022. It is also the largest private employer in the world with 2.2 million employees, American retail chain Walmart acquired a 77% controlling stake in Flipkart for US$16 billion, valuing Flipkart at around US$20 billion.[9] Flipkart is valued at $37.6 billion as of 2022.[10] It is planning to go public through a listing in the United States of America in 2023

- Heading Pan India Sales & Marketing of online channel partners of IT Products, IMS Services, UPS, Stabilizer, Inverter, Solar Power, Banking EDC machine, Mobile, Consumer electronics Established complete Sales function and target, For Key Accounts
- Management maintains all the client with maximum level of satisfaction and understand their problem and solved them issues immediately,
- To provide End to end service support for Onsite, walk-in services, warehouse and logistics support to B2B OEM'S Like IT Products, Mobile, Consumer electronics, UPS, Stabilizer, Inverter, Solar Power, Banking EDC machine

TVS Electronic Limited National Sales Manager (Sep 2019 to Mar 2022)- PAN India

It has a presence in 129 countries with 73 holding group companies. 39000+ Employees with group revenues of more than US$8.5 billion (59,400 CR in INR),

- TVSE Products and Channel Management, distributors and System Integrators for Printers, Barcode Scanners, Keyboards and Mice, Work from Home Products, Touch POS Systems, E-Cash Registers, Cash Drawers, POS DMP, Cash Counters
- IMS, FMS and RIMS support for PAN India i.e., End point support (Desktop, Laptop, printer, POS), Data center Management (Servers, Middleware, storage device, Database), Network Management, Facility Management Service, Help desk and remote management services, (Cloud (Aws, Azure), Data Centre solutions, Hyper convergence (Nutanix, HP, DELL | Servers (HP, DELL, IBM) | IT Virtualization solution (VMWARE, CITRIX), To provide End to end service support for Onsite, walk-in services, warehouse and logistics support to B2B OEM'S Like IT Products, Mobile, Consumer electronics

Aforeserve.com Regional Sales Manager (Aug 2018 to Sep 2019) - South India

Pan India and Global support network in Europe (UK, Finland, Germany, France, Belgium, Sweden), Asia (Singapore, Dubai, Saudi Arabia, Malaysia, China, Japan), Africa (South Africa, Kenya, Nigeria, cango, Tanzania, Uganda), Pan India and Global support network in Europe (UK, Finland, Germany,

− Created business plan and, Worked with Global vendors like IBM, HP, Dimension Data Team for the implementation of strategic it projects market share across various segments
− Products handled: IT Infrastructure- (AMC, RIMS, FMS, IMS), Cloud Computing, Cyber Security, Industry 4.0, High-End Repair, Project Management, Warehousing & Logistics, Resourcing, IOT, Machine Learning, Robotics, Artificial intelligent
Cloud Migration: Cloud Readiness Assessment, Cloud Migration Strategy/Deployment, Hybrid Cloud Deployment-mail Migration
Cloud Security: Consulting /Advisory, Identity & Access Management, Data Protection, Risk Governance & Compliance,
Optimization: Consulting/Advisory, Performance Tuning, Capacity Rightsizing, Software as a Service (SaaS).
Managed Services: Network Operating Centre (NOC), Service Automation, BCP/DR, DR as a Service (DRaaS), Configuration Management, Best Practices Implementation

Frontier Business Systems P Ltd - Sr.Key Account Manager (Apr 2018 to Aug 2018) South India

25 years old large System Integration company established in 1994 and deliver End to End IT Infrastructure solutions and Services, Ie... Desktop ,Laptop ,Printer ,Cloud (AWS ,AZURE) | Data Centre solutions | Hyper convergence | Servers | IT Virtualization solution(VMWARE,CITRIX) | Enterprise storage | End user computing | Structured Cabling Solutions |Backup power (Emerson | Smart building solutions(CCTV,BIO Matric, Access Control) | Backup | BCP and DR| Enterprise security | Security compliance |Infrastructure Managed Services | Remote Infrastructure Management| Enterprise software licensing services Maintenance and Warranty Services, IOT , Machine Learning ,Robotics , Artificial intelligent

− To sell cable to cloud and desktop to data center (Managed projects on design & implementation of multi-site IT infrastructure networks) service provided to the customer
− Work along with principals (OEM) and Distributor from the beginning stage of the project to design the project and suggest the best solution to the customer then case lock each project for pricing
− Successfully completed the following online sales certifications with Amazon - AWS TCO and Cloud Economics (Digital), AWS Business Professional (Digital)

Redington Group-Ensure Support Services (Nov 2015 to Jun 2017) PAN India

National Business Development Manager (100% own subsidiary of Redington) Group revenue FY 15-16: US$ 8.36 Billion (68,736 Cr in INR), No. 1 Distributor in India, Present in India, South Asia, Middle East, Africa & Turkey,

Handling Distribution, Pan India service channel network, warranty support, Logistic, Warehouse support, 3PL,Call Canter
Support and out of warranty support for the telecom and IT products, to provide End to end service support for Onsite, walk in services, warehouse and logistics support to B2B OEM'S Like IT Products, Mobile, Consumer electronics, UPS, Stabilizer. OEM customers IT Brand Supported: HP, TOSHIBA, APPLE, IBM, Samsung, Logitech, Konica, Ricoh, Xerox, Microsoft, Cisco, EMC, Netapp Etc.. Telecom Brand Supported : Lenovo, Motorola, Apple, Huawei, ZTE, Xiaomi, Alcatel, Blackberry Etc.(Cloud(Aws , Azure) , Data Centre solutions, Hyper convergence (Nutanix, HP, DELL | Servers (HP, DELL, IBM) | IT Virtualization solution (VMWARE, CITRIX) , To play a vital role in OEM vendor engagement process, Strategic account management and Strategic alignment, **Discover our Cloud Solutions & Services** : S.M.A.R.T. Framework, Cloud Migration, Cloud Managed Services, IIoT / IoT Analytics, SAP/ERP Migrations, Enterprise DevOps ,Hybrid Cloud, DC Migration (**Cloud Partner of AWS ,Microsoft ,IBM, Oracle**)

Actis Technologies Manager - Sales (Key accounts) (Jan 2015 to Sep 2015) South INDIA

Presents 41 cities in India (Hold more than 1000 dealers and 40000 clients in pan India) Our partners : Video Conferencing : CISCO , Polycom , Life Size , Sony   LCD Display : Samsung , Panasonic , LG, NEC ,Control Devices : Crestron , Extron Signal Management & Cables : Extron , Kramer Audio devices : Biamp ,Crown, Tannoy, Speaker craft , Shure, UBL, Clock audio , Revolabs ,Beyer dynamic , Bose Camera: Sony Axis Panaso Lighting control: Lutron ,Crestron Digital Signage : 3M lighting Fixtures : Osram, Orama,Zumtobel

− Handling the channel sales of the AV products like EPSON, Samsung and Sony brands
− Plan targets for the year for each –Product & Monitor achievement every quarter. Monitor performance of dealers.
− Market development of the all-product lines by doing following activities, Maintained close relationship with corporate
− , Project Management consultant Like JLL. CBRE, C&W etc., Interiors, electrical consultant, builders and architect,
− Successfully handling Real Estates Govt, Defense & Corporate Customers. Proven skills in sourcing of customer through commercial directories, lad passed by MTNL talking yellow pages & market survey etc.

Writer information – Manager Sales (Oct 2009 to Oct 2014) South India

WRITER

(Facilities throughout Asia, The Middle East and Indian Subcontinent With branches in over 50 location Heading Pan India)

- CLOUD COMPUTING SERVICES | DATA CENTER | SECURE CLOUD STORAGE /| INFORMATION MANAGEMENT COMPANY, Record Storage | Records and Information Management System Companies, Data and Information Management, Media and Tape Vault Storage Services, Tape Data Storage | Tape Transcription Services, Document Destruction Service | Secure Document Storage Systems
- Healthcare Management Solutions ,Hospital Information Management System, IVF Software, Enterprise Content Management System, Document Management Software, Workflow Management System, Document Scanning Software ,Records Management System, Human Resource Management System, Contract Management Software.

SECUDE - SWISS BASE MNC: started by SAP AG Germany - **Pan India**

SAP   SECUDE

Designation: Business Manager (Sep 2007 to Sep 2009)   A Joint-Venture It sec Swiss, over 1 million Products Sold, USD 20 Million Global Business, Presence in Over 14 Countries –

- Managed the team of channel partners, Distributor's, Sales & Pre-Sales people, Responsible for developing Business Requirements and defining customer-driven
  solution by gathering and analyzing current data and evaluating various requirements.
- Close interactions & engagement with prospective clients, Channel Partners,
- Products, Sap Security, SAP – R3, SAP – B1, Data Protection, End to End It Security, GRC Consulting, Bi Tolls, Market Leader Position In Sap Network Security a Joint-Venture Its sec Swiss, over 1 million Products Sold, USD 20 Million Global Business,

Schneider Electric - Fortune Global 500 company South India

Schneider Electric   PRESIDENT
The first name in enclosure systems

APW President A Sr. Sales engineer (Technical) (Feb 2003 to Aug 2007)   It has a presence in 129 countries with 73 holding group companies. 39000+ Employees with group, In FY2015 the company posted revenues of €26.6 billion Schneider Electric proposes to acquire shares representing a maximum of 75% of the share capital of the Company ,Schneider Electric SE is a French multinational corporation that specializes in energy management and automation solutions, spanning hardware, software, and services. Native of France, the company is headquartered in Rueil-Malmaison and is also based at the World Trade Center of Grenoble with offices throughout the world

- Handled channel partner, Dealer, Distributor network, c&f, key account management and corporate account handling
- Exploring new business, new territories, evaluating the potential and establishing Channel partners at different location
- A market leader in Modular Enclosures catering to Networking, Data center, Power solution, General Electronics, Telecommunications & Electrical industry. Authorized distributor for Avocent KVM Solutions.
- Plan targets for the year for each - product, Product & Monitor achievement every quarter.

EDUCATION / CERTIFICATIONS & TRAININGS

Under- Graduation: **(BCA) Madras** University) – 2003

Post-Graduation: **(MBA)** Marketing Madras University-2006, **(MBA)** IT Madras Global University - 2010

(ECE) Electronics and Communication Engineering – (1993-1996)- Engineering Diploma 3Years

Sales And Marketing Analytics: Certification: Certified MMA Online Certificate Course (Webinar), – June 2020

Certification: AWS TCO and Cloud Economics (Digital), AWS Business Professional (Digital)

PERSONAL DETAILS

Date of Birth:	18th March 1978
Languages:	English, Tamil, Hindi, Malayalam, Kannada and Telugu
Address:	S14,Block A, Race View Apartment ,12 Vandikaran St, Velachery , Chennai – 600032