

# C.Sathiyavel

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## *Summary*

- 27+ Yrs of experience in Business Development with multifaceted skills in handling:
  - **Direct & Channel Sales;**
  - **Business Operations, Call Center, Revenue Center, Logistics and Inventory planning;**
  - **Sales, Project & Service Delivery and Men Management.**
- Experience in handling a **broad spectrum of clients.**
- Strengths in **Client Handling and Relationship Management.**
- Ability to adapt myself to varied and different fields.
- Extensive experience in **Turnkey Project Management and Key Accounts Management**
- Significantly contributed to Sound Admin, Effective Management, **Cost Control** and increased profitability

## *Strengths & Areas of Interest*

- Sales Management - Indirect selling of concepts, solutions and products
- Customer Support –Planning and creation of processes and systems.
- Enabling effective project and service delivery.
- Handling **Relationship Accounts both Domestic and International Clients.**
- Planning and implementation of sales and related processes
- Conceptualization and Design of client support / service processes
- Transaction handling **at vendor, third party supplier, government level etc.,**

## *Educational Qualifications*

- M.B.A.(IT & Mktg) from Bharadhasan University, Trichy (1996-1999).
- B.E.( Mech.) from R.E.C.,Trichy (1991 -1995).

## *Employment Details*

### **1) M/s.R.Comm, Chennai– Since May'07, as DGM - Global Enterprise Broadband:**

- 1 Managing relationship with Public & Private institutions from Media, Government and BFSI Verticals.
- 2 Liaisoning with Govt. agencies, Consultants and various departments for specking the tender.
- 3 To ensure B2B sales with major ISPs.
- 4 Funnel creation and Successful Conversions
- 5 Regular review with clients on Tech Check and Financial Out standings
- 6 Customer retention and Increase of Share of Wallet (SoW).
- 7 Track competitors' activities and bring relevant information to the management.

### **Achievements:**

- Top Sales man amongst South Zone:NA & KAM Category in Q2 & March'09 for FY 13-14.
- Won Best in TN Circle EEA Award for AMJ'12.
- Best Performing KAM for Q1 for FY10-11.
- Winner for acquiring highest no. of new clients for ACS in Q2 for FY 09-10.

**2) M/s. Financial Software & Systems Pvt. Ltd., - (Feb'04 to May'07 as BDM):**

- 1 Marketing ACI's world class products – BASE24 and BASE24-es, a switching middleware.
- 2 Handling e-payment Gateway solutions to all Financial Institutions using Tandem BASE24 Switch.
- 3 Bilateral / Multilateral Consortiums for sharing of ATMs amongst B24 & non B24 Clients.
- 4 DRS/Business Continuity Plan for Tandem BASE24 Switch via Golden Gate Extractor & Replicator
- 5 MasterCard /VISA Connectivity and Implementation of MDS / BASE II Recon software respectively.
- 6 Prognosis Solutions from Integrated Research, Australia for remote monitoring.
- 7 ATM Outsourcing, ATM Deployment and Monitoring
- 8 Debit & Credit Card Management Systems including modules on Loyalty, Inventory etc.,
- 9 In charge for product lines such as: InfoBase, Anti money Laundering, PRM & Loyalty Modules.
- 10 Implementation interface of B24 Switch with various CBS Hosts Such as FNS, Finacle, I-Flex etc.,
- 11 PoS Outsourcing, PoS Deployment, Merchant acquiring and Monitoring.
- 12 VAS such as Mobile top up, EBPP, Railways/Airline Ticketing, Institution Fee Payment solutions.
- 13 Handled relationship on above business modules with M/s. Indian Bank, KVB, LVB, IOB, Bh.O.B, Federal Bank, Dhanalakshmi Bank, South Indian Bank, CSB, TNMB, CUB, SCB, Muthoot Bank etc.,
- 14 Creating RFI / RFP responses, Tender / Bids for PSU / Private banks
- 15 Handling Corporate / Product presentations and Trainings to clients and staffs.

**3) M/s. Wipro Ltd., (Since Aug'00 to Feb'04 as Strategic Account Manager ):**

Key Account Management And Direct Marketing

Channel Management and Selling Services

Finance roles

Operation roles

**Achievements:**

- Star Performer Award in 2001 for initiating & Driving Turbo Projects.
- Sustained M:Q Champion for the AO.

**4. Graduate Engineer Trainee - M/s. Blue Star Ltd., Chennai – (June'95 – Aug'00)**

Sales Activities and Relationship Development

Project Execution

**Personal details**

Date of Birth :06 - 05 - 1973

Marital Status :Married

Passport :Holder of Valid Indian Passport

**Language skills** : Tamil, English & a working knowledge of Hindi

**References / Referees** :Can be provided on request.

The above given information is true to the best of my knowledge.

Place : Chennai-101

Date : July'22

Signature  
(C.Sathiyavel)