

SHIVAKIRAN

Mobile: +91-9986811102 ~ Email: k.shivakiran@gmail.com

EXPERIENCE

Volunteer, Teach For India

Chennai, India

Aug 2023 to date

- Teacher of Mathematics and Science subjects to primary school children at Vidyaniketan Matriculation Higher Secondary School
- Work alongside Teach For India (TFI) fellows in teaching and engaging with students in Class 5.
- Responsible for improving the class average to 60% from 35% & 28% in Mathematics and Science tests and exams.

National Sales Manager, Novopay Solutions

Bangalore, India

Dec 2020 to Jun 2023

- Devised and launched Micro ATM devices across India; Generated monthly revenue of \$16Mn through 21000 device installations between Apr 2021 to Jan 2022. Promoted to National Sales Manager from Regional Sales Manager.
- Devised and executed Small & Medium Enterprise (SME) Lending - Pilot launched in 4 towns across 180+ Distributors & 100k SMEs; Generated \$9Mn AUM in 6 months from Sep 2022 to Feb 2023
- Conceptualized and operationalized last-mile order booking for Business-To-Business wholesale eCommerce platforms - ApnaKlub & Flipkart wholesale; Achieved order value of \$9.6Mn monthly turnover across 50k+ retailers
- Launched and scaled the Microsoft Mishtu project - Cloud & Satellite based Content Delivery Network application to Small & Medium Businesses in retail; Achieved deployment in 1 million devices

Sr. Trade Marketing Manager, Preethi Kitchen Appliances

Chennai, India

Apr 2019 to Oct 2020

- Consistently enabled achievement of monthly and quarterly targeted sales for a period of 3 quarters and 2 months in 2019-20; successfully introduced trade promotion activities for key festive seasons in 2019 and grew scheme coverage by 20% over 2018.
- Conceptualized and executed operational policies, and designed pricing for new Institutional Business Sales channel for Corporate Gifting and Credit Card Reward Catalogue business; closed deals worth \$200K in 7 months; Awarded Employee of the Quarter
- Led and executed "Every Dealer Survey" (EDS) Program to capture category share, competitor pricing, identify new products and map dealer geolocation. Used EDS data to launch new product line of Electric Kitchen Hood achieving \$750K sales in 7 months
- Conceived and launched trade program initiative Preethi Premier League in 2020 to engage trade partners for 2 continuous months to thwart competition; achieved sales growth of 19% over 2018 in Feb 2020 and category share jump of 4% points.

Sales Development Manager, Kaleesuwari Refinery

Chennai, India

Mar 2016 to Mar 2019

- Devised and executed new Go-To-Market strategies such as sales automation, route optimization and technology upgrades in key Tamil Nadu market; generated 11% Revenue growth (\$15mn) with highest market share in edible oil business. Received "Go To Market Transition award", "GTM Transition Champ" and "Execution Excellence Award" for the successful turnaround of business. Promoted to Sales Development Manager from Regional Sales Manager.
- Implemented strategies in sales and sales support functions in all 124 distributor locations to successfully execute market planning, product mix assessment, width of distribution, new product launches; instrumental in delivering highest ever market share of 74%
- Conceptualized and launched sales and distribution in Andaman & Nicobar Islands by pioneering go-to-market strategies including distributor appointment (industry-first), new market routes, organizing local promotions; generated \$450K additional sales
- Ideated with Head of Sales and led 4-person team to launch distribution in new geographies of Maharashtra and Goa; Appointed 11 distributors to expand business and generated revenues in excess of \$6.5mn

Area Sales Manager, Britannia Dairy**Bangalore, India****Jul 2015 to Mar 2016**

- Planned and executed appointment of 2 distributors and hired 4 sales team members to expand business in new geographies of Pondicherry, and Mysore; generated \$400K additional revenue, and captured 10% market share despite high regional competition
- Conceived and established strategic partnerships with Airline catering service providers (a new channel of business); instrumental in forging alliances with 3 partners for an additional sale of \$450K
- Devised and executed expansion of channel partners by identifying and appointing 4 additional channel partners and growing market coverage by 15%.

Area Sales Manager, Amul**Chennai & Bangalore, India****May 2012 to Jul 2015**

- Grew distribution and market coverage by appointing 4 super distributors across North Karnataka region resulting in achievement of monthly targeted sales for 11 months and yearly sales target; instrumental in achieving 16% growth in overall revenue
- Planned and executed the market reach strategy; identified weak areas and gaps in coverage and appointed 12 new distributors to grow market coverage by 20% and increase revenues by \$650K
- Collaborated with Indian Railways for revenue sharing models, and launched 21 Amul franchisee model parlors across major railway stations of Indian Railways (IR) in Karnataka (first in state); generated \$250K additional revenue
- Led 2-person team to win \$150K contract for custom deliveries to Tibetan Monastery in Karnataka despite strong competition. Responsible for pitching, negotiating and executing order to monastery visitors coinciding with Dalai Lama's visit in Dec 2014

Senior Software Engineer, Wipro Technologies**Chennai & Bangalore, India****June 2007 to May 2010**

- Developed critical Mainframe applications for *Charming Shoppes* to support offline channel expansion; collaborated with US client team to deploy 8 critical programs to launch new stores. Received "Feather In My Cap" award for outstanding contribution
- Supported design of Lawson M3 applications for *Charming Shoppes* supply chain function; Coached 2 US-based developers from client team; Received "Thanks A Zillion" award for being a team contributor and supporting the team in critical periods

EDUCATION**XAVIER INSTITUTE OF MANAGEMENT****Bhubaneswar, India****March 2012****Post Graduate Diploma in Management (Rural Management), CQPI: 6.38/8.00.** Ranked #4 in Class of 49, Ranked #1 in Term V

- **Entrepreneurship:** Winners of "Spardha" 2011, National Business Plan Competition
- **Sports:** Captained intra-college sports team for 2011 that won the best team award
- **Summer Internship, Aircel:** Implemented Distributor Management System across distributors in Tamil Nadu in 2 months

SASTRA UNIVERSITY**Tanjore, India****May 2007****Bachelor of Technology in Mechanical Engineering, CGPA: 8.6/10.0.** Top 5% of Class, Dean's list in Semester V

- **Independent Project, General Motors India:** Collaborated with SCM team and developed Vendor Management ERP tool

ADDITIONAL INFORMATION

- **Entrepreneurship:** Co-founded Distribution firm (Rev: \$200K+) for food and beverage products in Tamilnadu state.
- **Languages:** English (Bilingual), Tamil (Native), Hindi (Bilingual), Kannada (Fluent), German (Intermediate)
- **Music:** Registered singer with All India Radio; Won award for "Best Singer – Fans' Choice" (XIMB)
- **Cricket:** Represented Wipro Technologies' Cricket Team in Inter-company corporate tournaments. Participated in Third Division Cricket League. (Mahatma Gandhi CC, Trichy)
- **Badminton:** Won runner up award in Wipro Technologies Sports Tournament for Badminton