

SRIKANTH GAURAV

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MENTOR, ADVISOR & CHIEF OPERATING OFFICER

SaaS, Enterprise Software & Solutions, Technology Start-Ups

P&L up to €15M | €3M ARR | Global Teams of 200+ | 500% Revenue Growth in 5 Years

COO specializing in Executive leadership, Business Operations, Operational Excellence, Professional Services & Project Management with 25 years of experience from start ups to mid size, large regional & multi national corporations.

I am a 360° problem-solver & known for my management skills & financial acumen to restructure. I create high-performance teams, drive revenues & EBITA, build committed performance, positive engagement & culture

- Lead Sales, Services, Customer Success, Channel & distribution management with global & regional responsibilities.
- Delivered ~ 500 % revenue growth over 5 years, consistent double-digit margin growth YoY
- Global delivery experience: Portfolio > 100 projects globally including multi-million large-scale ERP deployments,
- Grew a start-up to become a best-in-class culturally diverse global organization in 3 years
- Built pioneering lean processes for Sales, Pre-Sales, Services, Product Development, Finance, HR & IT that scale up

PROFESSIONAL EXPERIENCE

RheinBrücke IT Consulting & Technologies • Chief Mentor & COO

04/2016 - Present

Responsible for growth & customer acquisition, I translate the vision to operations planning & systematic execution. I balance rapid growth with exceptional customer satisfaction & a profitable P&L. While directly managing Sales, Professional Services & customer success I mentor & collaborate to give strategic leadership to other functions:

- Finance (Key Metrics, Balance Sheets, P&Ls, Budget Variances, Financial Indicators, MBRs & QBRs) & Legal
- HR (Goal Setting, 9 Box analysis, diversity objectives & resources planning to support business objectives)
- IT (policies to support SaaS business objectives, compliance, BYOD processes & GDPR guidance)

Quantified Achievements:

- Keeping cost structure flat, increased revenue to 120% YoY. Cumulative growth of > 500% was achieved over 5 years
- Championed the shift to an ARR. Achieved € 3M ARR in 24 months. Won 2 multi-million contracts in 18 months.
- Achieved 110% of sales quota in 18 months. Established as the OEM's Most valuable partner in MEAI
- YoY double-digit growth in revenue & margins supported by geo-market-based sales & customer success structure
- Directed global engagements from scratch to support transition across LATAM, EMEA, APAC
- Built the cross-continent delivery capability with 3 global deployments to become a global player than an offshore outfit
- Set up offshore centers in Ukraine & Sudan to service Europe & Middle East saving > USD 250K every year

Initiatives:

- Implemented a Geo market based GTM for Europe, GCC, Africa & India, and support centers in Sudan, Ukraine
- Conceived a zero Hierarchy structure that integrates functions and optimizes 25% overheads each year
- The avant-garde design centralizes strategy & decentralizes execution supporting operational excellence initiatives
- Founded the RIC Academy. The KRA is to deliver higher quality services through lower costs via enablement
- Creator of project management Methodology – SCALE® combining lean techniques with Agile & Waterfall practices
- Established PMO to oversee operational excellence & deliver indirect cost, customer satisfaction benefits
- Set up the planning & reporting templates for AOPs & procedures for monthly reporting & quarterly financial reviews
- Constructed pricing & legal frameworks - SOW, MSA, SaaS & support services, Distribution & Partner agreements

Epicor Software • Director – Professional Services

05/2012 - 04/2016

I was hired for my situational leadership skills, collaboration & communication techniques with a mission to turn around professional services - struggling on profitability, growth & client satisfaction. Responsible for MEA leading a team of consultants & channel partners and scaling up the organization for record growth.

Quantified Achievements:

- Led the turnaround to a highly profitable P&L within 12 months
- Established a program to rebuild customer references - set up advocacy & voice of customer channels, assist-on-demand hotline, quality controls & recognition awards. Achieved +12 NPS score in 18 months
- Restructured to deliver 37% YoY revenues; triple-digit margin growth YoY, record productive & billable utilization & inspired customer loyalty with NPS of +12 within 30 months;
- Executed growth, profitability & customer advocacy that facilitated organizational change, delivered financial results & win large customers in MEA within 18 months. The restructuring resulted in cost savings of \$4.4M in 18 Months
- Built pioneering right-shoring alliances. It directly contributed to triple-digit margin growth within 18 months
- Performance Management to improve productive utilization and fund strategic initiatives by saving 15% of operating costs. Adapted situational leadership & 9-Box techniques for creating an engaged workforce

Baker Hughes • Program Manager & Region IT Business Partner

05/2004 - 04/2012

- Establish IT strategy to support business and drive digital transformation in collaboration with business leaders
- Direct Implementation of ERP & extended enterprise solutions across 20 countries in MENA, Europe & APAC.
- Business liaison, specializing in developing strategic direction, clear alignment to business goals & work intake

Quantified Achievements:

- Established an Enterprise applications team from scratch; Built an IT strategy, architecture & portfolio of applications digitizing the oil field services operations across the Middle East, North Africa, CIS, and South Asia.
- Architected & directed the strategic ERP program 40 % below budgeted costs, saving \$5M
- The ERP program delivered ROI > \$25M within 3 years
- Championed the evolution from a PC environment to a future-proof technology pioneer across 14 countries, 5 languages & > 2000 users in 36 months. The program included ERP, BPMS, BI, Analytics & Mobility

Epicor Software • Regional Manager – Professional Services

05/2000 - 04/2004

Performed several roles starting with support analyst in ERP (iScala, Epicor), as ERP implementation specialist, project manager, support services manager, and as a regional manager with P&L responsibility gaining management experience.

Quantified Achievements:

- One of the first globally to be awarded iScala Certified Expert – a very coveted certification only for experts in the field
- Global Customer Satisfaction awards runner up competing with other support centers. I single-handedly managed the support center
- Executed more than 10 ERP implementations successfully across the region
- Negotiated & Won the first major multi-million global project spanning 30 countries across MENA

EDUCATION

Master of Business Administration (MBA) • School of Management, Pondicherry

06/1994 - 05/1996