

## Executive Summary

A business leader with 25 years of experience in enterprise software solutions. I am a specialist in leading Sales, & professional services revenue streams, managing customer relationships towards revenue goals & references

I am an enterprising, reliable & creative problem-solver known for my financial acumen to create & engaging high-performance teams, drive revenues, and performance, positively influence customer satisfaction & EBITA

- ❖ Managed \$4M ARR software licensing, P&L - \$15M, Indirect Team Size – 250+;
- ❖ Delivered ~ 500 % revenue growth over 5 years, consistent double-digit margin growth YoY
- ❖ Established a global organization – Sales, Delivery, Development & Support operations in Europe & MEAI
- ❖ 360 ° experience – OEM, ISV & Customer across EMEA, APAC, Russia & Caspian & Americas
- ❖ Specialist in services operations. Delivered > 100 projects including multi-million global-scale engagements
- ❖ Business partner & domain expert - Finance, Supply Chain, Manufacturing, Energy & Utilities, EPC & Construction
- ❖ Expert in ERP, CRM, EAM, FSM, Analytics, and Sourcing Solutions
- ❖ Highly organized & attention to detail, sharp communication skills, work independently & collaborate exceptionally

## Professional Experience

**Rheinbrucke IT Consulting**, Dubai; Netherlands; Ukraine  
*Chief Mentor & Operating Officer*, 04/2016-Present

As Vice President, responsible to deliver rapid growth, prospecting & acquiring customers, and building a market reputation. My KRA as VP is to create opportunities, coach & facilitate results by market expansion & account penetration

### *Achievements:*

- Keeping cost structure flat, increased revenue to 120% YoY. Growth of > 500% was achieved over 5 years
- Championed the ARR business. Achieved € 3M ARR in 24 months. Booked 2 multi-million contracts in 18 months.
- Achieved 110% quota within 18 months. Established as the OEM's (Epicor) Most valuable partner in MEAI
- Delivered \$4M incremental revenue in 24 months via Install base customer engagement & relationship program. Install base revenue is forecast to grow @ 150% growth YoY until 2025 as a result
- Led the expansion to become a global organization. Delivered multi-million projects across LATAM, EMEA & APAC spanning thousands of users. I conceived the roll-outs from scratch until the transition to support
- Built cross-continent delivery capability with 3 global deployments to become a global ISV
- Established near-shore centers in Ukraine for resilience & Sudan (Arabic) saving > USD 250K every year
- Set up & operationalized 6 channel partners who contributed 20% of achievement & 45% pipeline within 36 months

### *Initiatives:*

- Established Sales operations in UAE, Saudi Arabia, Sudan, India, Germany & Netherlands
- Conceived Geo-Market based Sales organization structure that matrixes with the centrally managed Sales cycle, Channel, Demand Generation, Install base account management, Product Marketing (outbound calls & campaigns)
- Established geo-Market based GTM, Quotas, Sales Targets (Install base, KNA, PS), Channel, CAM & PS strategies
- Lead and demand generation & marketing targets, install base white space analysis & account penetration program
- Expanded Professional Services presence to geo markets plus nearshore delivery centers in Ukraine & Sudan
- Led a sales simplification program that maximized quota achievement in 2022. It includes simplifying pricing, discounting procedures, collateral availability, training & education, estimation, proposals & SOWs
- Built profitable P&L with YoY double-digit growth both in revenue & margins supported by the geo-market structure, decentralized execution using delivery centers, account development & operational excellence initiatives
- Streamlined professional services by setting up PMO, PSA platform, fiscal governance methods, revamped implementation methodology for SMEs (Rapid & Fast-tracked) & Academy to maximize services revenues

## **Epicor Software Corporation, Dubai**

*Director – Professional Services, 05/2012 – 04/2016*

Responsible in MENA territory for KNA & Install base services revenue growth, EBITA, strategic direction, Customer relationships, and KPIs - utilization, booking, NPS, employee training, retention. My mission was to turn around & resurrect a struggling professional services P&L and resurrect an unhappy customer base

### *Achievements:*

- Made profitable within 15 months, starting from a triple-digit negative position. Built a referenceable customer base
- Restructured to deliver doubled revenues (37% YoY); triple-digit margin growth YoY, record productivity rates & inspired customer loyalty with NPS of +12 within 30 months;
- Harvested \$4.5M from the install base & ongoing projects through a professional services advocacy program
- Executed a profitability-anchored growth strategy that facilitated organizational change, and exceptional results & win large customers in MEA within 18 months. The restructuring resulted in cost savings of \$4.4M in 18 Months
- Built innovative right-shoring strategic alliances. It directly contributed to triple-digit margin growth in 15 months
- Direct value propositions to 4/5 of the largest regional wins of Epicor to date. Negotiated contracts & SOWs
- 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, Dubai, Singapore**

*Program Manager & IT Business Partner, 05/2004 – 04/2012*

Direct implementation of enterprise solutions across MENA, APAC, Russia & Caspian. Establish IT strategy to support business cases & influence digital transformation. Be the business partner, and advisor & provide reports to business leaders. I specialized in developing IT strategy, work intake & rights management, align IT investments to business value

### *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 the complex program 40 % below budgeted costs, saving \$5M. Delivered ROI > \$25M within 3 years
- Championed the evolution from a PC environment to a technology pioneer across 14 countries, 5 languages & > 2000 users in 36 months. The program included ERP, Service Management, Intellectual property solutions, BPMS, BI, Analytical Reporting & Mobility

## **Epicor Software Corporation, Dubai**

*Manager – Professional Services, 01/2000 – 04/2004*

Performed several roles starting with support analyst in ERP (iScala, Epicor), as ERP implementation specialist, project manager, and as Regional manager with P&L responsibility.

### *Achievements:*

- One of the first globally to be awarded iScala Certified Expert – a very coveted certification only for experts in the field
- CAST awards runner-up competing with other support centers. I single-handedly managed the support center combining analytical thinking, functional & technical skills in the Support Services Manager role
- Executed more than 10 ERP implementations successfully across the region
- Negotiated & Won the first major multi-million global project spanning 30 countries across the EMEA

## **Education**

Master's in Business Administration, 1994 – 1996; School of Management, Pondicherry