

Vijayaramana Gurazada

Endeavouring assignments as Regional Manager/ Director with 20 years' Experience in sales, Infrastructure, Channel Business Development, Saas, Team Lead, Techno-Commercial Operations with an organization of repute.

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Career Abridgement

- Proactive leader with over **20 years** of experience in IT Infrastructure Strategic Planning, Infrastructure Leadership, Enterprise Architecture, Problem Solving, Infrastructure Solutions, Saas and cloud offerings
- A consistence performer with a proven track record of increasing revenues/ customer satisfaction levels and streamlining workflow an optimistic person, Assertive and Affirmative.
- Proficiency in providing utmost support to clients on products and services for enhancing their satisfaction levels and repeat business being socially confident, quick thinker, Resilient and team winner.
- Proven track record of escalating profitability levels by effective Strategic Management.
- Have shown success in securing several profitable businesses by holding existing customers with techno-commercial negotiations with clients leading to ROI.
- Exceptional skills to foster and imbibe excellent service values with demonstrated abilities in training, team building & driving a sales team to highest echelons of performance

Areas of Expertise

Strategy Planning

- ⇒ Managing completely as Horizontal to support our Vertical Divisions on Account operations, devising strategies with accountability for profitability & executing pre-designated targets in a given time frame leading team.
- ⇒ Strategizing the long term business directions for achieving service targets in line with organizational objectives

Presales/ Business Development

- ⇒ Understanding Customer Requirements, work in tandem, Build Niche Solutions in focussing customer requirements on sizing solutions, conceptualizing & implementing effective strategies and plans to drive sales, Positioning niche solutions in winning Deals.
- ⇒ Working on Day to day fast-moving solutions to unveil strengths of Giants in IT Infrastructure - IBM, DELL, HP, VMWARE, Cisco, Checkpoint, f5 Technologies
- ⇒ Forecasting initiatives to achieve Targeted business consistently & managing the sales team to achieve them.
- ⇒ Identifying prospective clients in target segments for achieving top-line and bottom-line profitability.

Service Operations

- ⇒ Support post-sale service operations with SLA to ensure customer satisfaction and business retention on FMS, AMC and T & M Services contracts including collections and recovery.
- ⇒ Collecting & collating data on jobs/ other specific complaints, discuss the same with principles for measures.

Techno-commercial Operations

- ⇒ Preparing technical & commercial proposals right from EOI Stage, handling tender/contract/ billing related formalities & documentation, budgeting, Lead monitoring and Generation on demand.
- ⇒ Preparation of technical specifications & scope, deliverables, estimates, evaluation of quotes and placement of orders with partners, and OEM's maintaining healthy ROI.
- ⇒ Interpretation of contractual obligations & rights and evaluation of Technical / Financial problems.

Team Management

- ⇒ Leading, training and motivating teams ensuring optimum performance on Marketing, Sales, Presales Areas.
- ⇒ Ensure training as per Industry Standards, gear up to cater market needs, assist them in meeting the assigned targets.
- ⇒ Work closely with our OEM's by positioning the State of Art Technologies to create value add across the competition.

Organizational Facets

**Currently working in AEIPL – Hyderabad, India from June 2017 –Till Date as
Designation – Sr. Manager- Solution sales (Defence, Central Govt, IT, Corporate, Edn,) Telangana**

Role – Point of contact working as SPOC in Managing customers in our Region on below areas mainly

- Presenting niche IT Solutions.
- Vendor, OEM Negotiations, conduct Seminars and Training for customers, internal teams,
- Promoting new Solutions followed by proof of concepts and demos.
- point of contact for sales and Business Development.
- Mapping Customers with building a healthy funnel, client management
- Front end in solution offering from Scratch till closure, Quotes preparation, Negotiations.
- Build customer Database across all verticals with customer retention.
- Worked in positioning Sales force CRM to US Based customers for more than a year.

Notable Accolades – Experience with network, compute, cloud, end user, collaboration, compute and storage technologies, voice and video communications platforms, end-user device. Infrastructure, tools, process, methods, and fundamentals used to protect enterprise sites, expert in positioning infrastructure solutions, solid technical aptitude, leadership, mentoring, and customer facing skills, the capability to lead evaluations proof of concept deployments of IT and security technologies and solutions, exceptional analytical and problem-solving skills, excellent oral and written communication skills, expert influencing and leading distributes teams in a large corporate domain, comprehensive understanding of local and wide area networks and topologies, compute and storage technologies, voice and video communications platforms, end-user device technologies, as well as collaboration/sharing platforms, Proven ability in managing large scale infrastructure refreshes, consolidating and modernizing technology footprints, cloud integration and migration, and network traffic/capacity optimization.

Sep 2013- April 2017 – Qualcare Infotech Solutions – Head Marketing

July 2011 – Aug 2013 - BMTL Ltd – Tanzania – East Africa (The copycat Group Ltd) as Enterprise Division Head for East Africa -Tanzania Region.

**Sep 2006 – April 2011 (CUBIX Micro Systems Pvt Ltd - Data Centre Solution Company)
Senior Business Manager (Regional Head) Hyderabad**

Oct `2000 – Aug 2006 Silicon Business Solutions Pvt Ltd. Business Manager- Large & Entr Accounts

Academic Credentials

MBA in Marketing & HR.

Certifications

2019 - HPE Hybrid IT Solutions.
2019- Nutanix Certified Sales Representative. Level 1,2,3.
2018- DELL Marketing Credential
2018- Trace Anti Bribery Compliance Course
2017- DELL Data Center Portfolio Credential
2017 – DELL Marketing Credential for Distributors
2012 – Oracle Certified Engineer in VM, T4 Servers sales - Tanzania
2012 – Allot Certified Technical Engineer (ACTE) Zurich - France.

Personal Vitae

Date of Birth : 26/02/1969
Permanent Address : H.No.6-3-852/2/B/3, 1st Floor, Ameerpet.
Hyderabad- 500016, Telangana, India.
Passport : N7098964, Valid till Jan 2026.
Marital Status : Yes.
No of children : one
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