

S. SHARATH



A multi-faceted professional with proven track record in **Consumer Goods, Retailing, Telecom and Automotive Industries**, targeting **CXO** opportunities with **Indian, MNC's & start-up companies**

Location Preference: Pan India & Global, mobility is not a constraint

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PROFILE SUMMARY

- **Business Leader** with **2 decades of leadership experience** and year-on-year success in generating revenues (**B2B & B2C**) & achieving business growth by identifying & leveraging new business opportunities for long-term success
- **Transformative Leader** with **14+ years P&L responsibility** engaged in development of short & long-term strategic plans including annual business plans, promotion & innovative strategies
- **A turnaround specialist-** transformed 3 Businesses and scaled up 1 business
- An **effective communicator** with honed problem-solving and stakeholder management skills and exposure to varied profiles in **business strategy, marketing, identifying & maximizing growth opportunities, project execution & management** etc
- Provide thought leadership to business partners and other operating leaders on a broad range of business-critical topics
- **People management:** Play a critical role in engagement of sales force, training, development, supervision & goal setting & performance evaluation of sales force and aligning team with the company's goals. Well versed in **driving cross functional teams** across fast paced organisations
- Oversee **specific Marketing functions** including: Brand Management, PR/ Corporate Communications, SEM (Paid/ SEO), digital/ offline advertising, affiliate marketing, customer communication (email/ mobile), social media, customer insights and creatives



CAREER ACCOMPLISHMENTS

- Led the CE business onto the path of profitability within a year (2019-2020)–**INR.1200crs**
- Pioneered the **lifestyle business in the telecom ecosystem in Asia (APAC, China, S.Korea, Japan, Australia etc)** by acquiring customers & delivering global partnerships
- Successfully **scaled the telecom ecosystem business** and generated **8X growth within 3 years (2015-2018)-INR.800crs**
- Transformed **loss-making businesses into profitable** ventures (2011- 2013,2013-2015)-**INR.250-400cr**
- Directing e-Commerce business through strategizing, developing and executing digital campaigns, monitoring performance analytics, UI/UX, website traffic and product performance (2013-2020)
- Was part of the startup team which created Reliance Digital network of stores
- Delivered 8 successive quarters of both topline and bottom-line growth (2008-2010)



SOFT SKILLS





CORE COMPETENCIES

- Sales & Marketing- global & domestic
- Business Development & Revenue Growth
- Strategic Business Planning
- Market Research & Analysis
- Transforming business- scaleup & Turnarounds
- Budgeting & Cost Optimization
- Product Launch & Promotions
- Brand Development / Digital Marketing
- Cross-functional Leadership and Mentoring



ACADEMIC DETAILS

- Advanced Management Program (AMP) In collaboration with HEC, Paris from **Indian Institute of Management, Bangalore** in 2017
- PGDM (Marketing) from **Indian Institute of Modern Management** in 2002 (71%)
- BE (Mechanical) from **Madurai Kamaraj University** in 1996 (72%)



ENTREPRENURIAL EXPERIENCE

Since Oct'18 as Founder of a consulting practice & Co founder of a startup

Highlights:

- End to end business strategy for startups as a consultant/ mentor/board member
- For startups looking to conceptualize, execute or grow, I work with the founders to help hire the first team members, design and execute the product, research and refine the TG, get initial traction and raise funds for growth
- Aid in formulating strategies to maximize revenue & other growth metrics, helping to choose between different valuation models
- I continue to engage with the investor community providing professional services in line with their requirements
- **Past** - Co-founder of a SAAS startup in the accounting space
- While the idea was good, bootstrapping could only get us so far
- **Current**- Co-founder of an innovation centric startup engaged in disrupting the smartphone space and currently working to obtain patents



ORGANIZATIONAL EXPERIENCE

Jun'19- Jul'20 with Panasonic India Pvt Ltd, Gurgaon as Business Head and Product Category Chief

Reporting To: President and CEO

Highlights:

- Portfolio handled- CE and Small Appliances including personal care
- Led a team of 40+ (direct & indirect) reportees for managing end-to-end Sales & marketing functions across O2O channels
- Prepare annual sales strategy and translate plans into financials/ bottom-line impact through effective sales & marketing
- Planning & executing aggressive distribution plan with new channels- Created an exclusive range of TV's for online sales & penetration
- Marketing and Branding: Plan and implementing various market strategies such as brand promotional Inputs & activities. Developing various business strategies for e- Commerce platforms and website. Control and coordinate innovative ATL, BTL business activities along with Digital marketing & new business development
- Product Pricing: Designed robust pricing, channel margin structure for various channels (O2O)
- Turned around the business unit through focused actions on P&L improvements

Jul'15- Sep'18 with Harman International India Pvt Ltd, Bangalore as Director-Mobile channels, Asia Region

Highlights:

- Pioneered the B2B mobile ecosystem business with multiple solution sets (products, services, embedded audio and brand licensing) into **global partnerships**
- Defined key target markets, identified opportunity gaps and **sold solution sets**
- Engaged with **C- suite decision makers across the Asian technology space** to develop strategic & tactical partnerships, that increased market share in each sub region, indicating a clear leadership across Asia
- Engaged with multicultural teams across different Asian economies
- Business in Asia region grew 100%+ for 3 successive years



We sold solution sets to technology partners like:

- OEM- like Apple, Samsung, ZTE, Lenovo, Huawei etc
- Operators- like NTT Docomo, Softbank, Singtel, Telstra, Telekom Malaysia, China Mobile etc
- Retail partners- like Trikomsell, Softbank, Erafone etc
- MVNO's- like VirginMobile

Solution sets offered:

- Products – (to be bundled with mobile phones) speakers, headphones
- Services- inhouse technologies that improved the overall audio experience for the year
- Embedded audio- improve the user's audio experience thru high quality speakers/microphones/ transducers etc and tuning it to desired levels
- Brand licensing- offer aspirational, premium brands for licensing deals



TRAINING /MEMBERSHIP

- Media trained external communicator, since 2011
- Authorized signatory of the company as per role demand
- Youngest participant to attend Leadership training thru "The Leadership Challenge" program in Philips

Jul'13- Jun'15 with Harman International India Pvt Ltd, Bangalore as Director- Lifestyle Business, India Region

Highlights:

- Transformed the Lifestyle Business from loss in 2013 to breakeven in 2014 and profitability in 2015
- Responsible for overall P&L, marketing and channel (O2O) strategy
- Spearheaded aggressive integrated marketing campaigns(ATL/BTL/Digital) to improve overall visibility and awareness
- Launched Harman India's exclusive website www.harmanaudio.in
- Design robust pricing, distribution channel margin structure for various business portals
- Leveraging existing media relationships and cultivate new contacts within business trade forums and industry media
- **Campaign history:**
 - created a BTL campaign called "JBL groove babas"
 - TVC- chosen from channels/ genres/ GEC or non GEC, inline with budgets
 - Print- across national/ regional/ local media
 - BTL- instore promos/ POP/ merchandising aids & accessories
 - Used this as a driver for reach and penetration programs
 - Across all mediums- ATL/ BTL/online etc
 - **The beauty of this campaign was that it started as a BTL campaign, evolved into an ATL campaign and was then leveraged globally across select geographies! ROI was phenomenal....!!**

Feb'11- Jun'13 with Philips Electronics India Ltd, Gurgaon as General Manager – Sales & Marketing

Highlights:

- Increased revenues to turn around the business from a decline of 25% to a growth of 7% in 2011
- Generated EBIT positive business for the first time in 4 years, inspite of rupee depreciation and economic headwinds in 2012
- Spearheaded an aggressive integrated marketing campaign (ATL/BTL), which grew sales by 4% in a rapidly declining market in 2011
- Headed a rural marketing initiative in joint collaboration with Govt of Bihar for its MMDRY program between 2011-2013
- **Campaign History:**
 - Co-created a campaign for Philips fabric care
 - TVC- chosen from channels/ genres/ GEC or non GEC, inline with budgets
 - Print- across national/ regional/ local media
 - BTL- instore promos/ POP/ merchandising aids & accessories
 - Utilising penetration programs across all mediums- ATL/ BTL/instore





Sep'06- Dec'10 with Reliance Digital Retail Ltd, Mumbai as Senior Manager

Highlights:

- Established the entire business from scratch
- Created a portfolio that contributed to 12% of the topline and 8% of bottom-line for the CE business
- Delivered 8 successive quarters of topline and bottom-line growth
- Designed, developed and implemented the merchandising & promotions as per the annual marketing calendar



Aug'03- Sep'06 with Philips Electronics India Ltd, Mumbai as Deputy Manager- Sales & Marketing

Highlights:

- Successfully grew the Accessories business tenfold within a stint of 9 months
- Implemented Pre-launch initiatives of the Philips Personal Digital Audio Range- from market study to actual test marketing to successful commercial introduction
- Generated key account volume growth of 100%, thereby growing the distribution by 20%; 60% in value for CRT TV's



Jun'02- Sep'03 with LG Electronics India Pvt Ltd, Chennai as Executive- Sales & Marketing

Highlights:

- Planned and implemented sales strategies to drive revenues
- Formulated budgets, projections and implementation plans
- Independently managed sales, collections, model mix and promotional activities



Apr'97- Aug'99 with Services & Trade Company, Muscat as Engineer- Production & Planning

Flagship of the Services & Trade Group of Companies, based in the Middle East, engaged in turnkey joinery & interior decoration jobs with an in-house manufacturing capability

Highlights:

- Monitored various projects executed by the company
- Obtained job completion within planned resources of labor, time, materials
- Seconded as Planning Engineer for a year, on a very prestigious project-the New Guest Complex at Bait Al Barakah, Oman
- Effective management of a 100-member strong workforce to ensure timely completion

PERSONAL DETAILS

Date of Birth: 13th December 1974
Languages Known: English, Hindi, Tamil and Malayalam
References Available on request