



# Sri Chaithanya

Transformational Leader






## Basic Information

Age : 40  
Qualification : MBA  
Experience : 15+ years  
Nationality : Indian

## Language Proficiency

Tamil ●●●●●  
English ●●●●●  
Hindi ●●●●●

## Contact

 [www.srichaithanya.ga](http://www.srichaithanya.ga)  
 [www.linkedin.com/in/srichaithanya](http://www.linkedin.com/in/srichaithanya)  
 [Chaithanyans@gmail.com](mailto:Chaithanyans@gmail.com)  
 +91 98402 07152  
 Chennai, Tamil Nadu, India

## About Me

**Business Strategist, Techno Marketer, GTM Expert, Growth Hacker, Productivity Catalyst, Problem Solver & Startup Coach with 15+ years of game-changing leadership experience by adding value and making the difference that matters a lot to businesses.**

## Core competencies



### Market Analysis

- Doing primary & secondary market analysis to ensure right product/market positioning.



### Go-To-Market Sketch

- Preparing Go-to-market road map & techno marketing strategies for lead flow maximisation.

- Analysing the quality of your lead flow, pipeline & sales conversion cycle and provide strategic recommendations for market outreach.



### Campaign Management

- Implementing Marketing Automation & advanced campaign management tools.
- Preparing digital marketing program for optimal results.



### Marketing Automation

- Making multichannel marketing assets more interactive, build & manage potential contact list.
- Implementing AI/Chat bots & lead scoring models to understand visitor's interests & behaviour patterns.



### Conversion Optimisation

- Preparing website analytics and provide comprehensive report on the size & impact it creates on potential customers.
- Analysing quality of lead flow, pipeline and provide strategic recommendations to improve the sales closures cycle.
- Analysing campaign expenses vs results and provide value-added suggestions for conversion rate optimisation, higher ROI.



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## Leadership Skills

Analyzing	●●●●●●
Decision Making	●●●●●●
Goal Setting	●●●●●●
Ideating	●●●●●●
Strategising	●●●●●●
Problem Solving	●●●●●●
Business Planning	●●●●●●
Delegating	●●●●●●
Scheduling	●●●●●●
Team Handling	●●●●●●
Empathizing	●●●●●●
Motivating	●●●●●●
Tracking	●●●●●●
Controlling	●●●●●●
Delivering	●●●●●●

## Core competencies



### Sales Force Automation

- Delivering technology to run integrated CRM & Sales Force Automation to build better engagements.
- Helping team to enable products to auto interact & follow up with the potential clients for up selling.



### Digital Customer Engagement

- Analysing digital transformation needs for business and support with a digital transformation roadmap.
- Rolling out customer engagement models to increase customer advocacy & develop metrics to measure the engagement impact.
- Building Customer Satisfaction Surveys on products & services and analyse customer satisfaction index.



### Key Accounts Management

- Implementing Key Accounts Management Model to Monitor & observe large key client / project and give a comprehensive report to take strategic decision for high volume deal closures .



### Success Story Optimization

- Creating success stories, case studies on project completion & client satisfactions report, further developing a foolproof strategy to acquire clients in similar space.
- Helping sales team with consultative approach for increasing customer acquisition.



### Revenue Channel Building

- Leveraging existing client base/ audience and building a new revenue channel around existing business ecosystem and support Idea to launch of a new business.



### Knowledge Enhancement

- Doing knowledge audit on resources and conduct survey to evaluate knowledge gaps & build a knowledge base to fill the gaps.



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## Presentation Skills

Pitch Decks	●●●●●
Presentations	●●●●●
Explainer Videos	●●●●●
Webinars	●●●●●
Live Streaming	●●●●●
Work Shops	●●●●●
Training Sessions	●●●●●
Product Launches	●●●●●
Success Stories	●●●●●
Case Studies	●●●●●
Surveys	●●●●●
Feedbacks	●●●●●
FAQ Building	●●●●●
Counseling	●●●●●
Engaging	●●●●●

## Core competencies



### Business Planning

- Doing business planning & designing impressive corporate pitch deck for investors / partners / other key stakeholders.
- Doing business health diagnosis to prepare report on critical deficiencies to fix and reassure achievement of goals.
- Revalidating business plans, fix flaws and create a contingency business plan for fool proof success journey.



### Productivity Optimisation

- Doing business health diagnosis to prepare process reengineering report on critical deficiencies to fix and reassure achievement of goals.
- Translating vision into goals, milestones, actions plans & KPI for the team to execute, set benchmark & define performance parameters to track & align with the vision.



### Business Intelligence

- Delivering Dashboards with data visualisation and tracking business performance, project completion status, team productivity, income & expense trend, revenue trend, budget vs achievements, P&L, competitor analysis to give a comprehensive BI report to the board to take strategic decisions.



### Strategic High Growth

- Building organic & inorganic growth strategies and help you reach the higher business potential with diligent forward & backward integrations.
- Building a strategic portfolio by exploring existing ecosystem.



### Tactical Problem Solving

- Doing impact analysis, detailed Cause and Effect Analysis /Root Cause Analysis to encode the complexity involved.
- Finding possible solutions for solving critical problems & challenges.



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## Functional Skills

GAP Analysis	●●●●●
Project Roadmap	●●●●●
Resource Planning	●●●●●
Budgeting	●●●●●
Vision Alignment	●●●●●
Team Mgmt.	●●●●●
Synergising	●●●●●
Delivery Tracking	●●●●●
KPI Building	●●●●●
Contest Designing	●●●●●
Performance Mgmt.	●●●●●
Expense Tracking	●●●●●
Topline Boosting	●●●●●
P&L Mgmt.	●●●●●
Growth Hacking	●●●●●

## ● Key Projects Executed

- 24 Months**

**Key Accounts Management**  
 Eureka Forbes Ltd  
 Mumbai, Maharashtra, India  
 Implemented KAMS and optimized their B2B channel management capabilities.
- 12 Months**

**Digital Lead Strategy**  
 Forbes Pro  
 Mumbai, Maharashtra, India  
 Designed & executed lead flow strategy for digital outreach.
- 36 Months**

**Sales Process Optimization**  
 Sales Integra  
 Chennai, Tamil Nadu, India  
 Designed Sales & Marketing Process flows of CRM & Marketing Automation Platforms.
- 18 Months**

**Project Management**  
 Microthereps Research Lab  
 Chennai, Tamil Nadu, India  
 Automated research process & project management for clinical trials.
- 12 Months**

**eGovernance**  
 Government of Sri Lanka (CMC)  
 Colombo, Sri Lanka  
 Studied existing operation, identified gaps & designed eGovernance model for change management.
- 24 Months**

**Secondary Sales Optimization**  
 Mahindra First Choice  
 Mumbai, Maharashtra, India  
 Designed secondary sales tracking model & dealer channel strategy demand creation.
- 06 Months**

**CRM & Sales Automation**  
 Indusind Bank  
 Chennai, Tamil Nadu, India  
 Improved performance of existing CRM with user feedbacks, leaders inputs & analysis.
- 12 Months**

**Dashboards & BI**  
 Guardian Management Consultant  
 Chennai, Tamil Nadu, India  
 Created a list of indicators for performance tracking and designed Dashboard, Data Visualization with BI.



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## Proficiency Skills

Landing Pages	●●●●●●●●
Digital Marketing	●●●●●●●●
Content Mgmt.	●●●●●●●●
Auto Marcom.	●●●●●●●●
Sales Chabot	●●●●●●●●
Lead Scoring	●●●●●●●●
Behavior Tracking	●●●●●●●●
Sales Automation	●●●●●●●●
WFM Automation	●●●●●●●●
Ecommerce Stores	●●●●●●●●
Gamification	●●●●●●●●
Dashboards	●●●●●●●●
IOT	●●●●●●●●
Data Visualisation	●●●●●●●●
Webserver Mgmt.	●●●●●●●●

## ● Key Projects Executed

- 18 Months**

**Sales Gamification**  
 Forbes Pro Ltd.  
 Mumbai, Maharashtra, India  
 Analyzed performance drawbacks and designed a scoring model with contests.
- 12 Months**

**Go-To-Market Roadmap**  
 Greenrich Grow India Pvt Ltd  
 Chennai, Tamil Nadu, India  
 Designed market strategy for new product launch & roadmap for incremental business.
- 24 Months**

**Business Strategy**  
 RMX Tech  
 Chennai, Tamil Nadu, India  
 Designed product strategy & business models for growth acceleration.
- 06 Months**

**Robotic Sales Automation**  
 Dialog Telecom  
 Colombo, Sri Lanka  
 Proposed a Robotic Sales Automation for Customer Support & Cross Selling.
- 12 Months**

**Workforce Management**  
 DEF Enablement Foundation  
 Hyderabad, Telengana, India  
 Designed a sponsor management system and workforce management for better outcomes.
- 06 Months**

**CSR Initiative**  
 MSME Directorate  
 Chennai, Tamil Nadu, India  
 Designed enablement initiative for MSME-DI & got sponsorship from a leading corporate.
- 24 Months**

**Startup Mentoring**  
 Foray Tech  
 Chennai, Tamil Nadu, India  
 Startup consulting, business coaching, planning, & executing roadmap for business success.
- 12 Months**

**Private Equity Fundraising**  
 Aditya Birla Private Equity  
 Mumbai, Maharashtra, India  
 Presenting the pitch deck of the VC Fund to Ultra High Networth clients representing Indsind bank ltd, Chennai.





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## Tools Exposure

Web Analytics	●●●●●
Keyword Trends	●●●●●
G-Suit	●●●●●
Wordpress	●●●●●
Mautic	●●●●●
Salesforce	●●●●●
Vtiger	●●●●●
Saftaculous	●●●●●
Tabulu	●●●●●
Grafana	●●●●●
Audacity	●●●●●
VSDC Editor	●●●●●
Powtoon	●●●●●
Videoscribe	●●●●●
MS Office	●●●●●

## Education

- 2000 to 2003**
  - MBA**
  - Annamalai University  
Chidambaram, Tamil Nadu, India
  - Got the wisdom to expand my exposure by solving problems & exploring opportunities.
- 1997 to 2000**
  - BBA**
  - Bharadhidasan University  
Trichy, Tamil Nadu, India
  - Started my journey in management studies with passion for acquiring business acumen.

## Experience

- 2018 to As on date**
  - High Growth Strategist**
  - Enabling Emerging Corporate  
Free Lance Consulting
  - Designing & Executing Business Planning, Go-To-Market Sketch, Campaign Management, Marketing Automation, Conversion Optimisation, Sales Force Automation, Digital Customer Engagement, Key Accounts Management, Success Story Optimization, Revenue Channel Building, Knowledge Enhancement, Productivity Optimisation, Business Intelligence, Strategic High Growth, Tactical Problem Solving
    - Strategizing and executing focused market outreach programmes for targeted campaigns and digital customer engagement metrics for lead scoring models and sales closure optimisation.
    - Implementing WFM with productivity gamification as a performance excellence model for employees' outperformance & retention.
    - Designing & executing Integrated BI Dashboards & Business Leader boards to some of the leading corporate.
    - Thinking, conceptualising and end to end execution of growth models with the objective of generating higher revenues.
    - Optimizing channels in order to improve the performance of the business



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## Industry Exposure

Software & IT	●●●●●
Banking & Fin.	●●●●●
Inv. Banking	●●●●●
Fund Mgmt.	●●●●●
R&D	●●●●●
Start-ups	●●●●●
Real Estate	●●●●●
Manufacturing	●●●●●
Automobile	●●●●●
B2B Business	●●●●●
Healthcare	●●●●●
Hospitality	●●●●●
ecommerce	●●●●●
Telecom	●●●●●
Electronics	●●●●●

## ● Experience

### ● Chief Growth Strategist

2011  
to  
2018

Foray Technology Ltd.

Chennai, Tamil Nadu, India

- Identifying new markets, designing multichannel marketing strategies, go-to market road-map.
- Building new tie-ups & partnerships, new revenue streams, analysing opportunities for launching & expanding product verticals.
- Analysing, identifying and devising top line & bottom-line strategies and executing high growth business road maps.
- Creating pitch decks for start-up funding, creating & fulfilling needs for backward & forward integrations as an inorganic growth strategies.
- Contributing for designing business plans for start-ups, shaping business roadmaps for new business verticals.
- Mapping the market, identifying pursuits across industry verticals and offerings.
- Suggesting for product improvements to increase user on boarding & retention.
- Finding and implementing third party tools to help achieve a faster time to outreach the targeted market and to optimise the conversion rate.
- Obsessed about consumer satisfaction, thereby generating consumer insights using primary & secondary research and solve consumer problems with relevant hacks.
- Analyzing data and users' feedback. exchanging ideas/data/feedback with other departments (Product, design, marketing, top management) in order to present results and make any product or service more user-centric to generate better outcome.
- Designing Integrated BI Dashboards & Leader boards for clients.
- Scaling and automating the growth hacks to achieve higher revenue



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## Personality Traits

Envisioning	●●●●●
Open Minded	●●●●●
Consciousness	●●●●●
Creativity	●●●●●
Agreeableness	●●●●●
Networking	●●●●●
Initiating	●●●●●
Collaborative	●●●●●
Adaptability	●●●●●
Commitment	●●●●●
Self-Confidence	●●●●●
Risk Taking	●●●●●
Handling Pressure	●●●●●
Conflict Resolution	●●●●●
Relationship Mgmt.	●●●●●

## Experience

- 2008 to 2011**
  - Regional Investment Head**  
 Indusind Bank Ltd.  
 Chennai, Tamil Nadu, India
    - Managing branches in Tamil Nadu region by adding value with market outlook & business roadmaps for investment products.
    - Executing strategy designed by corporate office for the growth of investment vertical for the sate.
- 2007 to 2008**
  - Cluster Head**  
 Reliance Capital  
 Chennai, Tamil Nadu, India
    - Managing P&L for the cluster and Managing Wealth Managers & ensure the sales performance for the Chennai cluster for all TPP products.
- 2004 to 2007**
  - Investment Manager**  
 ABN AMRO Bank Ltd.  
 Chennai, Tamil Nadu, India
    - Handling branch customers, executing sales strategy shared by Investment head.
    - Generating higher revenues for the branch with portfolio advisory services

## Behavior & Astute

- 
  - Positive Mindset**  
 Always with Positive Mindset, High Personal drive for achievement with diehard passion & commitment for achieving vision & goals.
- 
  - People Leadership**  
 Aspire to inspire the team members with power packed motivational vibes and strong people management skills.
- 
  - Power Packed Presenter**  
 Powerful presenter on the stage with excellent communication skills.
- 
  - Go-Getting Team Player**  
 Capable to drive the team, committed to work independently & collectively for achieving the common goals.





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## General Awareness

Global Economy	●●●●●●
Market Trend	●●●●●●
Innovation Trend	●●●●●●
Industry Trends	●●●●●●
Technology Trend	●●●●●●
Opportunity Trend	●●●●●●
Macro Perspective	●●●●●●
Micro Perspective	●●●●●●
Stock markets	●●●●●●
Oil & Commodities	●●●●●●
Currency Trends	●●●●●●
National Issues	●●●●●●
Geopolitical	●●●●●●
Announcements	●●●●●●
Futurism	●●●●●●

## Achievements



### Multifold Revenue

Advised a manufacturing client in India with innovative growth strategies and help them grow their revenue base by 3 times.



### Won Multimillion Deals

Presented eGovernance projects to Deputy Prime Ministers, Chief Ministers, Commissioners, IT Secretaries and won multimillion dollar deal for a Sri Lanka based IT client.



### Optimized Performance

Diligently engaged with CXO's and designed solutions addressing various industry problems & improved business performance of B2B business vertical for a Global Company



### Startup Success Stories

Mentored Start-ups and enabled them for receiving venture funding & achieving success using lean model.



### Venture Fund Mobilization

Managed over 1000 Cr of AUM during my employment in banking industry and mobilised over 100 Cr for a private equity fund.



### Launched SaaS Products

Mentored a lean start-up and launched SaaS products, created case studies & success stories based on the problem solved.



### Knowledge Base Launched

Created and launched vast knowledge base on product infos, process flows, work flows, approval models, product use cases etc..



### Created MSME Bot

Designed & launched SMB Gene, a bot for enabling MSME companies as a pro bono initiative supporting MSME – Directorate.



### Managing Business Networks

As a pro bono initiative actively managing Chennai Business Network by adding value to 100 plus entrepreneurs as a community.



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## Transformational Leader

### Strategy Quotes

 <https://goo.gl/2BXJnz>

### Problem Solving Pattern

 <https://goo.gl/xHYAfo>

### Leadership Style

 <https://goo.gl/qabZ29>

### Value Additions to Business

 <https://goo.gl/pU99eg>

### Model - Pitch Decks

 <https://goo.gl/QocyLC>

### Transformation Handled

 <https://goo.gl/i7GL52>

### Model - Solution Delivered

 <https://goo.gl/fNz9RY>

### Knowledge Base Created

 <https://goo.gl/jRTxjh>

### Sales Drive & Contest Launched

 <https://goo.gl/b6WP1p>

## ● Cover Letter

**Dear People Leader,**

Hope you are doing awesome

With reference to your advertisement on job portals for senior leadership role I am glad to propose my candidature.

Being a transformational leader & business strategist for enterprises, I would be delighted to add significant value for incremental topline YoY. Further ensure efficiency in system to optimize business performance.

Please do have a look at my core competencies & expertise in creating positive impact. Feel free to ping me any time to connect up and schedule a meeting.

Looking forward to making a difference that matters a lot for the organisation.

Thanking you,  
With Best Regards,

Sri Chaithanya




## Contact

 [www.srichaithanya.me](http://www.srichaithanya.me)

 [www.linkedin.com/in/srichaithanya](https://www.linkedin.com/in/srichaithanya)

 [Chaithanyans@gmail.com](mailto:Chaithanyans@gmail.com)

 +91 98402 07152

 Chennai, Tamil Nadu, India