



Samit Sreenivasan

A seasoned professional with experience in consultative selling, client/account management, marketing cutting edge technology products/solutions & skilled in team building, mentoring & management.

 Dubai

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 [Bold Profile](#)

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A result-oriented achiever with proven ability to exceed targets and drive success in fast-paced environment. Combines strategic thinking with hands-on experience in delivering impactful solutions and enhance organizational performance. Passionate about customer facing (Business development, Key account management, Team leadership & Mentorship) roles with more than 20 years' experience with industry ranging from Information technology to financial services.

Skills

- Strong articulator
- Customer relationship management
- Customer success management
- Key account management
- Consultative selling
- Business development
- Team leadership and management

Work History

● **Senior Manager - Marketing and Proposition**

OSB India Private Limited, Bengaluru, India

- Establish strong relationships with OSB group stakeholders, ensuring long-term partnerships & collaboration.
- Implement and develop operational standards, policies and procedures across function.
- Hold monthly meetings to create business plans and workshops to drive business success
- Provide strong leadership to enhance team productivity and morale.
- Lead cross-functional teams to achieve project milestones and deliver high-quality results.
- Collaborate closely with peers from other departments to drive organizational success jointly, as one cohesive unit.

2021-09 - Current

2020-04 - 2021-08

- Improve team performance by providing comprehensive training and fostering a collaborative work environment.
- Mentor junior staff members for skill development and career progression within the organization.
- Manage budgets effectively, achieving financial objectives while maintaining strict control over expenditure.
- Boost team member productivity by enhancing performance monitoring and instituting motivational approach.
- Achieve operational excellence by streamlining processes and implementing best practices.
- Promote a culture of continuous learning through regular workshops, seminars, and training sessions for staff.
- Establish performance goals for employees and provided feedback on methods for reaching those milestones.

● **Internal Communications Global Engagement Manager**

IBM, Bengaluru, India

- Build strong relationships with key stakeholders, facilitating smooth project execution and collaboration.
- Devise content strategy to effectively engage target audiences.
- Strategize, manage, and execute the yearly All-Hands Meeting calendar for the IBM WW Internal communications leader. This also entails designing the agenda, content, liaison with speakers, creation of post-AHM blogs that cover the key highlights.
- Liaison with content contributors and work with the core team in setting up the weekly IBMer Newsletter, which is considered as a prime channel for CHQ communications to connect with IBMers around the globe.
- Was the chief editor of the WW IBMer communications campaign momentum page that includes all the latest stories, blogs, updates representing each campaign under IBM communications.
- Manage the weekly IBM communication editorial calendar and liaise with various BU/GEO Communication leaders to ensure the latest, relevant, and prevailing stories are published on the internal page.
- Manage workflow for requesting, creating, editing, publishing, and retiring the content.
- Provide deep dive analysis on weekly performance of IBM's internal communications stories, blogs, and important updates. This entails data around weekly interactions and engagement on key topics being shared by GEOs/BUs, etc.

2018-08 - 2020-03

● **Content Specialist - Data & AI**

IBM, Bengaluru, India

- Edit and proof-read materials to maintain high standards of accuracy, clarity, and readability.
- Enhance content quality by conducting thorough research and fact-checking.
- Develop engaging copy for various platforms, resulting in increased audience engagement and retention.
- Conduct regular audits of web pages and updated outdated or irrelevant information promptly.
- Analyze content performance metrics, identifying areas for improvement and adjusting strategies accordingly.

2016-12 - 2018-07

- Pitch creative ideas for multimedia projects such as videos, podcasts, or infographics that enhanced overall storytelling capabilities.
- Implement search engine optimization techniques for improve website traffic and search rankings.
- Manage editorial calendar, ensuring timely publication of relevant, high-quality content pieces.
- Stay current on industry trends and competitor activity to inform content strategy decisions.

● **Program Manager - Hybrid Cloud**

IBM, Bengaluru, India

- Manage cross-functional teams for successful project completion within deadlines and budgets.
- Manage multiple strategic projects with numerous sub-projects or workstreams.
- Communications' focal responsibilities include managing the Campaign launch and key dates calendar to assist in digital production planning and promote awareness across the Hybrid Cloud campaign discipline. Monthly Continuous Performance Planning (CPP) calls are also a focal responsibility, which involves scheduling, handling logistics, preparing presentation materials, and distributing minutes/recordings, etc.

2011-04 - 2016-11

● **Campaign Specialist - Analytics**

IBM, Bengaluru, India

- Be a key product marketing content interface between product marketing and Demand Program team for IBM Performance Management Product Portfolio (that includes IBM Cognos, IBM Clarity FSR, IBM Openpages, IBM Algorithmics, IBM Varicent, IBM Star Analytics, etc.)
- In-depth involvement in Strategy and Analysis reporting for Worldwide Demand Generation Programs. Support and interface with various product marketing teams in keeping.

2009-07 - 2011-03

● **Manager - Sales, Marketing and Alliances**

Citagus Software , Bengaluru, India

- Spearhead the pre-sales, marketing, and sales efforts, and built a Pan-India market for CampusMetalink – Product division for Citagus Software Pvt Ltd.
- Sold Campus ERP solutions to Shree Shankaracharya Professional University, Chhattisgarh, and Don Bosco University, Assam as my initial clients.
- Target the market with focused marketing activities like web campaign, targeted mailer campaign to institutes, colleges, and universities, and educate them about CampusMetalink solution (internal ERP offering) and how the product can meet complex needs of clients and get them the right value proposition.
- Provide regular updates to senior management on overall department performance, including progress towards established targets and objectives.
- Conduct detailed market research to identify new business opportunities and emerging trends, enabling timely adjustments to sales strategies.

2003-08 - 2008-08

- Leverage advanced CRM tools for tracking client information, facilitating better decision-making regarding sales strategies and resource allocation.
- Optimized pricing structures based on extensive competitor analysis, ensuring competitive positioning while maximizing profit margins.

● **Senior Manager - Corporate Sales**

Naukri.com, Bengaluru, India

- Initiated and developed new, untapped markets in South Bangalore. Also, evangelized various corporate about the different job recruitment solutions provided by the company.
- Manage a 5-member team consisting of two Assistant Managers, two Sr. Executives, and one Executive and oversaw the training, development, and mentoring of Team Members.
- Have successfully generated steady revenue from the assigned areas like Cunningham Road, Vasanthnagar, JP Nagar, and Bannerghatta Road in Bangalore territory.
- Initiated new market development strategies and created awareness about e-recruitment in the companies situated in the assigned areas • Handled Key Accounts like DELL Computers, IBM, Accenture, Oracle India, CGI, LSI Technologies, EMC Data Storage Systems (India) Pvt Ltd., Kyocera Wireless (India) Pvt Ltd, Manhattan Associates, Delmia Solutions, Cranes Software, Exilant Consulting, Relq Software Pvt Ltd (Now a part of EDS), Citagus Software Pvt Ltd, NIIT Technologies, e4e Group (Formerly known as Vinciti Networks), myITgroup and various other prominent search firms based in Bangalore.



Education

2023-11

● **Certification Program: Digital Strategy & Transformation**

Indian Institute of Management - Kozhikode