

# Ranjith Sritharan

BUSINESS UNIT HEAD

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## SUMMARY

Accomplished Business Unit Head with extensive experience in driving revenue growth and market expansion across diverse regions. Proven track record of exceeding sales targets by 40% and enhancing team productivity by 25% at Crescent Tech Group. Demonstrated expertise in strategic planning, P&L management, and talent development, leading to a 30% increase in annual revenue at Business Machines Limited. Adept at client retention and satisfaction, achieving a 40% improvement through revamped customer service operations. Skilled in IT infrastructure implementation, CRM systems, and negotiation techniques. Career goal: to leverage leadership and analytical skills to drive organisational success and innovation.

## SKILLS

- Strategic Planning & Leadership
- P&L Management
- Revenue Growth
- Talent Development
- Market Expansion
- Client Retention
- Contract negotiation
- Business performance reporting
- Channel Development
- Team leadership and motivation
- Negotiation techniques
- Analytical and critical thinking

## EXPERIENCE

### Business Unit Head

**Crescent Tech Group** *Dec 2023 - Present*

- Exceeded sales targets by 40% and improved repeat business by 20%.
- Enhanced team productivity by 25% through sales training programs.
- Aligned vendor partnerships to maintain a competitive edge.

### General Manager- Sales

**Business Machines Limited** *May 2015 - May 2023*

- Increased annual revenue by 30% through operational optimization.
- Expanded market share by entering untapped regions and securing key contracts.
- Improved client satisfaction by 40% with revamped customer service operations.

### Client Service Manager

Akamai Technologies *Jun 2013 - May 2015*

- Enhanced client satisfaction by 20% and resolved high-impact escalations.
- Achieved KPI targets for responsiveness in a high-pressure environment.

### Country Business Development Manager

MFI Office Solutions *Mar 2010 - Mar 2013*

- Boosted IT sales by 25% and closed high-value contracts with top organizations.
- Developed marketing materials that increased lead generation by 30%.

### Sales Manager

Religare Technova *Nov 2009 - Mar 2010*

### Partner Account Manager

Cisco (Selbytel) *Jan 2009 - Nov 2009*

### Corporate Account Manager

Dell International/Dell India *Sep 2003 - Jan 2009*

## ACCOMPLISHMENTSS

Boosted revenue by 30% across roles via innovative strategies.

Successfully executed market entry strategies in Africa.

Reduced operational costs by 20% while maintaining quality.

Built and retained high-performing teams, improving retention by 40%.

## EDUCATION

BSc

SNGC *Apr 1999 - Apr 2002*

## LANGUAGES

English



Tamil



Hindi



Malayalam



Kannada

