



B.M. Yogendra Prasad

Head International Business (Consultant) seeking roles in Business Development, Sales Operations, Tendering, Account Management, P&L Management, Business Planning, GTM, KRA, KPI Analysis, Sales Enablement, Business Intelligence, NPD, SCM, Project Management Skype ID: **yogendrasm1**

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Profile Summary

- ▶ **Proven Senior professional**, offering **nearly 26 years** of experience in **International Sales/ Business Development**, managing **large scale projects** in various domains such as **Manufacturing, New Product Development, IT, Telecom**, and so on
- ▶ Rich exposure of working with **cross-cultural clients** at **onsite locations in African & Gulf countries**; as an **Expatriate in Uganda, Kenya, Tanzania, Nigeria, Egypt, South Africa, Congo, Zambia, Zimbabwe**, for over **20 years**; managed the **international business for Africa & Gulf countries** in EMMVEE Photovoltaic Power Ltd. as General Manager
- ▶ Delivered **multi-fold growth in profits & revenue** by implementing effective **competition combat strategies** and creating a more **responsive & market-driven organization**
- ▶ Rich experience in **Domestic & International Business, Export, OEM, FMCG, B2B, B2C, EPC, PMC, MEP, IPP, Franchise, IT Enterprise, SAAS, CLOUD, IOT, Industrial Automation, Industrial Batteries, Energy and Infrastructure Projects**
- ▶ Built, **planned & penetrated the identified set of priority accounts** in the **international market**, prioritized the opportunities & accounts, **established relationships & mapped key stakeholders** in accounts, **won business** and delivered **Q-o-Q revenue growth**
- ▶ In-depth understanding of **financial modelling, IRR, & paybacks**; excellent understanding of the current **EPC landscape, pricing trends, and competitive landscape**
- ▶ Proficient in driving business operations encompassing **customer relationship management, administration, market analysis, development of new markets** and market segments
- ▶ Expertise in **establishing effective goals, targets, & policies** that benefit the organization and **increase revenue**; worked with various departmental heads to **outline procedures that meet growth objectives**
- ▶ Experienced in **new product & vendor development** as per the markets' requirements, for **special product suiting to export market**; **visited the assigned countries for new business development**
- ▶ Analysed the **distributors' concerns** on **prices, product quality and brand promotion**; **addressed major projects with the distributor** during visits to the respective countries
- ▶ Experienced in working in the **Solar EPC business** for **commercial & industrial segments** with **CAPEX & OPEX offerings**
- ▶ Comprehensive knowledge of **overall export process**; developed **project plans** and executed the **marketing & promotional activities** as per the overall **market development strategy**
- ▶ An **effective communicator** with strong **analytical, logical, and interpersonal skills** to relate to people at any level of business and management; **problem-solver** with the capability to work under pressure

Core Competencies

Tendering, Business Development & Sales Operations, Account & Engagement Management.

Stakeholder Management, Accountability, Time Management, Leadership,

Profit Centre Operations, P & L

Strategic Business Planning, GTM, MQLs, KRA, KPI, Sales Enablement, Client partnering & leading large teams.

Market Research & Analysis. Business Intelligence & Analytics.

Liaison & Coordination, Engagements with C Level (CIO, CEO, CFO) Executives.

New Product Development, Supply Chain Management, Process Consulting. Contract Management & Project Management.

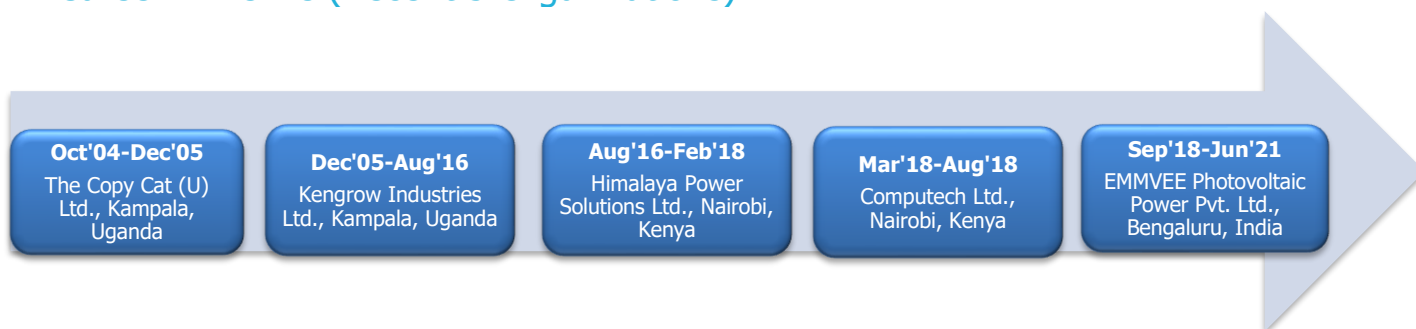
Key Account Management, ABM, Strategic Partner Management, SAAS, CLOUD, IOT

HR, Team Building & Leadership

Notable Accomplishments Across The Career

- ▶ Achieved market penetration and global product expansion through strategic business planning which resulted in 100% increase in revenue and profitability
- ▶ Established strategic partnerships with key industry leaders resulting in expansion in African & Gulf countries
- ▶ Nurtured and led 40 business development teams in sourcing, managing and implementing new business opportunities
- ▶ Created a brand presence for EMMVEE that gained a huge traction with leading companies
- ▶ Received appreciation from top brands for revenue generation and capturing maximum market share in Kengrow Industries

Career Timeline (Recent 5 Organizations)



Certifications

- ▶ Sales Specialist & Badge for Oracle Cloud Infrastructure Solution 2018
- ▶ Partner Sales Immersion 2018 & Sales Practitioner Badge on Cloud Platform
- ▶ Certified NSE 1 Network Security Associate from Fortinet
- ▶ Management Enhancement Development Course from MDI Gurgaon, in 2004

Technical Skills

- ▶ Software (WS, Lotus & FoxPro)
- ▶ MS Dynamics CRM
- ▶ Bitrix 24 CRM
- ▶ SYSPRO 7
- ▶ Rally KPI, SAP
- ▶ Oracle Cloud
- ▶ Fortinet

Organizational Experience

Since 1st May 2022

Head International Business (Consultant) – Africa Continent – 54 Countries.

MICROTEX Energy Private Limited– India, Bengaluru.

- ▶ New International client acquisition, extensive travelling to strengthen business relationship with existing clients to increase international market share, strengthening GTM strategy, Strategic channel partner management, Campaigns on lead / demand generation/ MQLs targets & Sales Enablement.
- ▶ Brand building & awareness, participating in International Exhibitions, product & brand registration with Buyers, Govt, consultants, Railways, DISCOMS/ Utilities / Substations, IPP. Appointing new importers, distributors, channel partners, system integrators, EPC.
- ▶ Digital Marketing, Team building, focus on team achievement, logistics, SCM, Engineering, Design, Production, manufacturing to reach set target.

Aug'21- April 22

Business Head – Renewable Energy (EPC & IPP) – Africa Continent. Somika Group – Solution for Africa – DR. Congo

- ▶ Project Management for complex projects and large scale owners engineering
- ▶ Tendering & Business Development
- ▶ Developed and won proposals for scopes of services related to owners engineering and due diligence work.
- ▶ Prioritized QHSE considerations within the team to ensure safe execution and healthy work environment.
- ▶ Initiated and coordinated the technical review process among internal specialists (including civil and electrical engineering, energy assessment, technology experts, permitting, etc).
- ▶ Performed portions of the due diligence reviews, including contract and financial model (OPEX and CAPEX) reviews.
- ▶ Coordinating input from technical specialists and wrote the due diligence reports.
- ▶ Discussed and resolved technical issues with project developers and lenders/investors, including coordinating input on such issues from internal technical specialists as necessary.
- ▶ Coordinated & monitored construction, including performing site visits.
- ▶ Supported customers through the financial closings of projects.
- ▶ Participated in continuous improvement efforts for the team, including leading tool development, process refinement, and lessons learned activities.

Sep'18-Jun'21

General Manager / Head – International Business – Africa & Gulf at EMMVEE Photovoltaic Power Pvt. Ltd., Bengaluru

Key Result Areas: Onsite – Africa

- ▶ Developed strategies, drove diverse sales activities for targeted accounts & opportunities, and nurtured, coached, & managed a team of Business Development Managers
- ▶ Fostered & maintained relationships with EPC, solar PV integrators, MEP, main contractor & consultants across Africa & Gulf.

- Coordinated with the Ministry of Energy, electricity distribution companies, rural electrification agencies, and Electricity Regulatory Commission across Africa & Gulf region
- Administered the solar PV business for EPC, PV module, & solar water heaters for residential & commercial businesses, and developed the vertical as per the targets in the international markets
- Measured & monitored the PV performance metrics by PVSYST & Solar Labs, within the scope & regulations
- Steered new business opportunities and ensured revenue growth for the organization
- Devised & recommended product positioning, packaging, & pricing strategies to produce the highest possible long-term market share
- Defined & delivered all the elements of marketing mix to support sales and margin growth in the region
- Developed high sensitivity to the domestic & global market requirements; monitored the competitor activities & industry trends closely to build business potential through product differentiation and better value proposition
- Set the regional marketing objectives, prepared the sales budget in coordination with the Business Head, and designed country specific marketing strategies based on the objectives
- Defined the service levels for pre & post-sales
- Built the company's reputation by nurturing & expanding relationships with the key developers
- Administered the overall profitability & viability of the marketing and sales operations

Mar'18-Aug'18

Head – Business Development – BFSI & Public Sector at Computech Ltd., Nairobi, Kenya

Key Result Areas:

- Developed a sustainable market through business development, partnerships, enterprise sales, SAAS & CLOUD and other market development activities
- Identified customer pain points; analysed and evaluated the triggers & underlying requirements of every unique client
- Coordinated & leveraged the internal relationships & resources, including, but not limited, to Inside Sales, Technical Pre-sales, Partner Sales, Executives, and Delivery Teams
- Developed a network of deal stakeholders to assist in identifying & persuading economic, technical or user buying influencers
- Directed the customer interfacing relationship with C-level contacts, crafted the proposal & pricing, and negotiated the deal to completion
- Delivered insightful & persuasive presentations to articulate the value of the product platform and clarify the financial & strategic benefits provided

Previous Experience

Aug'16-Feb'18

General Manager – Energy, Automotive, FMCG, ICT & Office Automation at Himalaya Power Solutions Ltd., Nairobi, Kenya

Dec'05-Aug'16

Divisional Manager – Manufacturing, FMCG, ICT, Power, Office Automation, Real Estate & Property management at Kengrow Industries Ltd., Kampala, Uganda

Oct'04-Dec'05

Business Development Manager – IT & Telecom at The Copy Cat (U) Ltd., Kampala, Uganda

Feb'03-Sep'04

Business Development Manager – System Integrations at MFI Office Solutions, Dar-es-Salaam, Tanzania / Nairobi, Kenya

Jan'99-Feb'03

Regional Manager – South India at SMC Networks, Bengaluru

Oct'95-Jan'99

Business Development Manager – Networking & Communications at Frontier Business Systems Pvt. Ltd., Bengaluru

Education

- Post Graduate Diploma in International Business from Sikkim Manipal University, India, in 2012
- MBA (Marketing) from Sikkim Manipal University, India, in 2011
- B.E. (Electrical) from Bengaluru Institute of Engineering, India, in 1997

Personal Details

Date of Birth: 10th May 1974

Languages Known: English, Hindi, Tamil, Kannada, Telugu, and Swahili

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Passport Details: Ugandan Passport No: B1364089 East African Passport; Overseas Citizen of India