



Deepak S Nair

Alliances Manager - National & UAE

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Profile

Building up the OEM Vertical in India and UAE including OEMs Alliances, Channel Sales, Group companies, developing & penetrating large key accounts, launching New initiatives, generating the highest revenue Target with full P&L accountability.

- Strategies to enable smooth Sales & Marketing operations while leading a team of 2 Operations Executives.
- Maintaining Relationships with National Alliances, NSEIT Partners such as Lenovo, Automation Anywhere, Antworks, Elastic, Microsoft, Nutanix, Redhat, IBM, Amazon, and Vmware.
- Driving Alliances Business revenue activities, identification of Channel Partners, OEMs.
- Allocating and estimating a budget for the region and Closely working with sales team to assign for respective regions.

Add-on to above :

- Alliances Management with Aujas & ClouDEXchange.io for Cyber Security & Cloud Migration revenue business.
- Alliance Management onto Dell & Lenovo “**Hyperconverged Technology**” Hardware & In Leading Software SDI – Microsoft Azure Stack HCI, VMware Vsan, and Nutanix.
- Skilled in grasping new Technology, Alliances Building, Product Management Channel Developing & developing New accounts.

Professional Experience

National Stock Exchange IT (NSEIT),

07/2021 – present | Mumbai, India

Sr. Alliances Manager - National 

- I'm responsible for growing and driving the **National Alliances OEMs, Channel Partners & Distributions** for India & UAE strategy. I also led consultant, OEMs relationship strategy in India Business.
- National OEMs and NSEIT group Companies collaborate for business sales engagement strategy integration partners (**Aujas Cybersecurity + Cloudexchange.io**)
- Developing & working closely with application teams and Infra Team for mapping technology alliances with all NSEIT folks (Heads).
- Strategy Planning activities, Playbook programs with the Alliances & Partners. Growing Alliances business with sister companies Integrators in a 360 degree Alliance management role.
- Onboarding, Monitor and manage schedules and deadlines specified in the contracts and Alliance with strategic partners.
- Prepare strategic Sales and Marketing plans.

Lenovo Global Technology India Pvt Ltd (Contract),

07/2019 – 03/2021 | Mumbai, India

Territory Alliances Manager - SDI

Key Responsibilities:

- 1.** Primarily Responsibilities are Managing Hyperconverged Technology with **Alliances, Partners & Distributions** (Tier 2 & Tier 3) in the West and North region. Alliances such as [Nutanix, VMware & Microsoft for HCI].
- 2. Managing APAC Alliances** and Partner for growing Business India, Singapore, Sri Lanka and UAE on case to case opportunity for HCI (Lions Gate, Oceans Inc, N-able - Singapore) & (**Sri Lanka** - Hatton National Bank & Millennium IT partner)
- 3.** Vendors Alliance on business strategy prospects such as (Microsoft, VMware & Nutanix) as Product Owner or Product Management Strategy for the west.
- 4.** Partner Development and Alliance Management: Successfully onboarded a new set of SMB partners and Created Products Awareness in the West.
- 6.** Managing all training, technology demonstration to Partners, and customer on HCI solutions.
- 7.** Enablement and Prepare channel partners to deliver the HCI value proposition including new cloud products.
- 8.** Supported other commercial tenders by providing recommendations to optimize cost structure and fielding technical questions
- 9.** Coordinating with OEMs Alliances for strategically targeting new accounts and ensuring closures before deadlines.

Softline India Pvt Ltd,

08/2018 – 2019 | Mumbai, India

Alliance Business Manager - National (Contract) ☑

End to End IT sales for TeamViewer Cloud Via Alliances, Channels and End Customers and Nutanix SW.

Managing Alliance across PAN India.

Managing all trainings and demonstrations to all the end Customers and channels SMB.

Key Responsibilities:

1. Business Planning & Development: Territory Understand the strategic business plan & translate objectives into action plans. Cascade & align business plans of territory & ensure effective implementation of the same. Monitor achievements against plans ensuring direct reports.
 2. Development Customers and Partners SMB – Tier 3.
 3. Considering sales and technical aspects - Product feedback, Pre-sale inspections, Product demo, Competitor products comparison & technical discussions.
- Development of new accounts, Relationship building and nourishment of the account in all domains by optimizing clients budget to its zenith.
 - Coordinating with OEM's for strategically targeting new accounts and ensuring closures before deadlines.

TechData Advanced Technology solutions Pvt,

11/2016 – 06/2018 | Mumbai, India

Business Manager Alliances –West ☑

Sales & Managing Alliance :

Identify and manage Hyperconverged and Servers Partners for Indian markets

Maintaining Vendor Alliances at all levels West & South for Servers Storage and HCI – **Lenovo & Dell** vXrail – Hyperconverged Solution.

- Managing Enterprise/SMB/Mid-size Enterprise Partners Security/Infra storage PAN India.
- Managing Alliances & partner's in west such as [Goa, Mumbai, Navi-Mumbai, Pune and Gujarat]
- Managing all Enterprise products with Backup Software, Lenovo, Hitachi, Nutanix and Dell EMC.
- Handling End-to-End IT sales for Server, Storage, Software Licensing and Networking Solutions by joining hands with all the major OEM's in all domains for Maharashtra, Goa and Gujarat Region.

Channels & Alliance Manage (Dell & Lenovo)–

Training the partners, accompanying them for end customer meeting, on boarding

- New Partners and activating the dormant partners, arranging marketing campaigns and organizing. sales as well as presales sessions for channel partners.
- Vendor Management - Generating New Business for Vendor; Managing and enabling the existing. Market demand and develop further to its true potential.
- Operations - Solution generation, BOM and Quote submission to Order Receiving, Credit approvals, Timely collection of Account Receivables, Order processing & Invoicing, Price Approvals, Negotiations, Billing and Timely delivery of products.
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Arvato Bertelsmann Pvt Ltd, Territory Channel Account
Representative [T-CAR] Symantec India

04/2013 – 06/2015 | Navi Mumbai, India

- Channel Partners & Alliance (Symantec)
- Symantec A to Z products.
- The work has been divided into two dimensions mentioned below

1) Opportunity Closing- West

- Managing SMB **Partners** and **Alliances** Navi Mumbai region.
- Creating Opportunity through Tele-calling
- Exchanging Product and Infra details with Customers
- Sharing Pricing and Discounts
- Beating Competition by explaining benefits of Symantec Products
- Meeting Customers as and when necessary
- Up-selling and maintaining relations for a long lasting business partnership
- Weekly review of Pipeline with management
- Weekly forecast commitment and planning with 100% execution
- > Have been rated as best performer for 2 quarters with 100% results achieved

2) Partner Relationships & Alliances Managing

- Training Partners on Various Run-rate Products
- Conducting Fortnightly Pipeline Reviews
- Sharing Promos and Partner benefit program information with Partners
- Solve queries on product related issue Solving Partner queries on rewards.Engaging un-managed and managed partners to sell Symantec. Managed to build relations with North and East Region partners and revenue generation for both regions.
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Grandemark Outsourcing International,
Sr.Sales Technician - (Channel Partner Logmein)

04/2011 – 02/2013 | Navi Mumbai, India

- USA and U.K Client (Sales Technical Support).
- Assist customers with returns, purchasing Annual protection plans and service packages.
- Scheduling call back to USA and U.K.
- Answer telephone inquiries from customers and taking customer computer on remote and handing over to technical team.
- Assist customer with mode of payment and generating leads for repayment
- Resolve some technical Issue through chat or trouble shoot

Skills

Alliances OEMs Management | Partner Management •Team management & Technology Relationships (OEMs Alliances & Channel Management)

Languages

English	● ● ● ● ●	Hindi	● ● ● ● ●
Malayalam Fluent	● ● ● ● ●	Marathi Good	● ● ● ● ●
Tamil	● ● ● ● ●		

Certificates

Kaspersky endpoint security cloud
S40.70-AAS-0003064

Kaspersky security for Microsoft Office 365
041.10

Interests

Bike ridding & Travel.

Projects

ThinkAgile Servers Playbook Distribution - West, <i>Special Playbook Distribution & Partners</i>	04/2017 – 08/2018
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Hyperconverged Infra HCI, Software Define Infrastructure	present
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Project Synergy (NSEIT + Aujas + CloudX), A “synergistic offering” is dovetailing of capabilities of each of the 3 organisations – NSEIT, Aujas & cloudXchange	present
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Education

Shree Narayana Guru Collège of Commerce, B.com (Graduate)	Mumbai, India
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