



# Krishna Anbalakan

9880274274

krishna1581@yahoo.com

Bangalore, India 560043

## WORK HISTORY

- SAP - 12 years
- ORACLE - 6 years

## SKILLS

- Customer acquisition and retention
- Design Thinking
- Profitability and revenue generation
- Implementation & Go-live
- Budgeting and forecasting
- Brand-building strategies
- Marketing campaign management
- Thought leadership
- Conflict resolution
- Strategic planning and execution
- Coaching and mentoring

## EDUCATION

Post Graduate Diploma in Management (**PGDM**)  
Marketing, Christ University,  
Bangalore, May 2006

Post Graduate Diploma in  
Brand Management (**PGDBM**),  
ICFAI University, Bangalore

Bachelor of Engineering (**B.E**),  
Visvesvaraya Technological  
University, August 2003

## PROFESSIONAL SUMMARY

Decisive leader with over **18 years** of experience in Sales, Pre-Sales, Post-Sales, Project management, leadership, strategic planning and complex problem-solving. Expert in customer/Partner success, product implementation, marketing, cross-functional communication, team collaboration, thought leadership and employee supervision.

Seeking to leverage my background in **Sales/Pre-Sales/Post-Sales/Project Management** to fulfil a challenging role in an excellent organization. Strategic planner, team player, clear communicator, quick learner with an adaptable approach.

## WORK HISTORY

**SAP India Private Limited**, Bangalore: June 2012 - Current (**12 years**)

**Senior Partner Renewals Manager**, April 2023 - Current (1.2 years)

- To ensure that a sustainable Partner Success practice is established that will **drive cloud subscription** adoption, **renewals** and the expansion of SAPs footprint
- To focus on adoption, **renewals**, and **expansion** of solutions to achieve **#Quest4Zero**: ZERO churn, ZERO lost, ZERO slipped renewals
- Maintain/forecast a rolling five-quarter renewal view of assigned Partners, customer portfolio and identify/mitigate **renewal risks** early
- End-to-End **Implementation and Go-Live** support
- To enable and support customers on post-sales engagement methodology and post sales related topics across all the **cloud solutions**

**Global Lead, Customer Success**, SAP Cloud Portfolio: Jan 2019-Apr 2023 (4.4years)

- Key accounts: **Accenture, IBM, Caggemini, NTT Data, DXC**, Cognizant, Infosys, Wipro, TCS, TechMahindra, HCL, the **BIG4 - Deloitte, KPMG, EY and PwC**, etc
- Work closely with the **Strategic** accounts globally to help with Adoption and Up-sell of Education software and services - End to End Implementation & Go-Live
- Collaborate and build **trust**-based relationships at the executive level focused on mutual success and maximizing the value for customers and SAP.
- Secure renewals in collaboration with other teams for **up/cross-sell** to safeguard recurring revenue and enable business expansion.
- To maximize the value that customers receive through adoption and to ensure that the customers **deploy** and use of all of their entitled subscription software

## CERTIFICATIONS

- SAP **BTP** – Discovering
- Generative **AI** @ SAP
- **AI ETHICS** @ SAP
- Certified **Innovation & Advisory Knowledge – Architecture** Essentials
- Certified **Sales Expert** - Outcome-Based Customer Engagements
- Certified **C-Level** Communications - Mastering the C-Level
- Certified **Trainer** - SAP Services Learning
- SAP Knowledge - SAP Learning Hub Expert
- **CPSM®** - Certified Professional in Supply Management **Institute of Supply Management (ISM), USA**
- **IPSCM®** - International Professional Certification in SCM, **ITC, Geneva,**
- **SIX SIGMA** Green Belt & LEAN, QAI Global

## LINKEDIN PROFILE

<https://www.linkedin.com/in/krishna-anbalakan/>

**Senior Customer Engagement Executive:** June 2017 – Jan 2019 (1.6 years)

- Responsible for SAP's largest customers (**Federal, Defense, Aerospace, CPG, FMCG**, etc.) and partners across India to ensure successful deployment and renewals.
- Maintain and grow customer satisfaction, renewal rates, cross functional collaboration and long term **executive engagement** and sponsorship.
- Working with Learning Hub program owners to create customized training plans and **deliver on-site enablement** days

**Customer Engagement Executive, SAP Ariba(IBM):** June 2012 – June 2017 (5 years)

- Retention of Ariba **cloud subscription revenue**, customer relationship management, demand generation and upselling to existing customers
- Build Value Propositions for Sales, Customer Adoption and Marketing using various business tools, **infographics** and dashboards
- Supporting innovation around our service delivery model and provide guidance on how to execute improvements and improve **Net Promoter Scores (NPS)**
- Influence the opinions and decisions of clients using understanding of client's organizational processes and best-in-class **benchmark** knowledge
- Support assigned customers to utilize **best practices**, monitor adoption, and collect feedback to continuously improve processes and tools to ensure Customer Success.

**Oracle India Private Limited, Bangalore:** June 2006 - June 2012 (**6 Years**)

**Channel Sales Manager:**

- Drive revenue and profitability across ORACLE product pillars (Hardware, Software, Applications, Cloud and Managed Devices) through Direct and Indirect Sales Channels with a yearly quota of **USD 20 Million**
- Develop territory business plan, identify and qualify opportunities to **drive revenue**.
- Cross functional collaboration with Marketing, Sales, and Channels to drive net new business revenue as well as **up sell/cross sell** in existing install base accounts.
- Improved business processes to increase productivity and to deliver highly valued enablement **events and campaigns**
- Accurate **forecasting** to achieve targets, monitored sales team performance, analyzed sales data, and reported information to area managers.

## ACCOMPLISHMENTS

- SAP: **"SAP CATALYST" 2018, 2019 & 2020** –Thought Leadership, Innovation and Strategic Thinking, **Winner's Circle Hawaii USA**
- SAP: **"Explosive Performer" 2017 & 2018** – APJ FKOM SYDNEY
- ORACLE: **Most Valuable Player** of the year FY10, **Godzilla** award (FY08, FY10, FY11)

## EXTRACURRICULAR ACTIVITIES

- Gold, Silver and Bronze **Medalist** in 9 Latin Dance styles, certified from **United Kingdom Alliance (UKA)**
- Certified in Digital Photography from the **Indian Institute of Photography**