

MAGESH D. MAGENDRA

Extensive experience in navigating the entire set-up and administration of business with focus on achieving business growth objectives within turn around & rapid changing environment, targeting senior-level assignments with a reputed organization



Location Preference: Bengaluru, Hyderabad

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Key Skills

Start-up Operations

Strategic Business Planning

Commercial Operations

Key Account Management

Profit Centre Operations / Revenue & Turnover Growth

Client/ Stakeholder Engagement

Product and Project Management

IT Network Management

Training & Development – Process/Technical

Soft Skills



Collaborator



Intuitive



Thinker



Communicator



Innovator

Consultancy Experiences

In Hotels & Hospitality Industry
IT Consultant for NBFC
IT & Marketing Consultant for E- Commerce company for B2B & B2C
FMGC Sector



Profile Summary

- **Offering 17 years of organisational and nearly 10 years of Business Development & nearly 7 Years of Operational experience**
- Start-up Specialist, Leader & Organizational Change Agent, recognised for formulating business strategies to revolutionise business units into competitive business ventures in new & untapped competitive markets
- Developed and maintained **vision, processes, and organisation** for selecting, managing, and developing the enterprise's strategy, vision & mission
- Managing end-to-end product management lifecycle from scratch till stabilization and training the sales professional regarding the product specifications
- Drove business across assigned regions for all aspects of **product marketing including product enhancements, competitive analysis, market forecast, major re-pricing & repositioning exercises**
- Performed **Strategic and Media Planning** for brand management in the assigned region; created 360 degree campaigns across all marketing media, TV, Print, Digital, and Outdoor
- Effectively managed teams to meet the needs of market, sustained a positive & committed organization culture and ensured appropriate professional & personal development of staff team members
- Established sales budget, forecast, and business plan to launch partner acquisition and drive revenue; signed profitable, long-term customer contracts with several commercial accounts
- Impacted organisation profitability through effective strategic and tactical management decisions and new business development

Academic Details

- MBA in Marketing & HR from SMU, Alwar Not completed
- B.Com. from Jiwaji University, Gwalior in 2006

Certifications

- Diploma in Software Engineering & E-Commerce from Aptech in 2003
- Microsoft Certified Professional (MCP) in 2002

Trainings Attended

- Basic Cabin Crew Training from Frankfinn Management Consultant

Personal Details

Date of Birth: 18th September 1981

Languages Known: Hindi, English, Tamil & Telugu

Permanent Address: C-693, Budh Vihar, Alwar, Rajasthan, 301001

Correspondence Address: C4 407, Provident Welworth City, Yelahanka, Doddaballapur Road, Marasandra, Bengaluru, 560064

Career Timeline (Recent 4)



• Entrepreneurial Experience

Since Oct'13 with Bright IT Solution, Rajasthan as a Business & Operation Consultant

Key Result Areas:

- Managing business for service and solution of IT range of products; spearheading sales & distribution of IT products & solutions
- Did consultancy for different domains like - NBFC, E-Commerce Portal, FMGC, Hotel & Resorts and Event Company
- Spearheading operations of achieving the targeted top line and bottom line financial goals
- Engage in product management and training the sales professionals
- Formulating and developing market strategies to manage competition, retain existing customers and develop new customers with path breaking products & services
- Heading top-line & bottom-line revenue growth
- Driving business growth in terms of value, volume, market share & yield by introducing new ideas & concepts
- Contributing to strategic inputs on investments to be made to produce "sustainable" revenue growth
- Identifying changes in market demand and modifying strategies for expansion of market share & achievement of revenue targets
- Analysing financial results, identifying business risks & implementing mechanisms to mitigate the same
- Engage in website designing, Domain & Hosting, SEO, SMO, Bulk SMS, Professional Graphical Designing, Marketing and so on

• Previous Experience

Jun'11-Sep'13 with Orion Edutech Pvt. Ltd., Jaipur as Regional Manager

Highlight:

- Managed a team of 3 Area Development Managers. Lead Operation & Marketing 12 Branches in Rajasthan

Oct'08-Apr'11 with Rai Business School (Rai Foundation), Jaipur as Manager- Admissions & Marketing

Highlights:

- Created awareness about the Institute and Courses by strategizing plans for promotional activities on print as well as electronic media
- Managed a team of executives and CIOs; recruited junior level staff
- Organised and managed Education Fairs, Seminar & Events

Nov'06-Oct'08 with Frankfinn Institute of Air Hostess Training, Alwar as Sr.Business Development Executive

Oct'03-Oct'06 with Bright Children Academy, Alwar as Admin.& Marketing Executive

Apr'02-Sep'02 with Micronet Computers, Alwar as Customer Care Executive

Mar'01-Aug'01 with J.S. Fourwheels, Alwar as Customer Relation Executive