

# SURESH R

SENIOR BUSINESS-MINDED GROWTH LEADER

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"An illustrious career in bringing a generational shift in business volumes by catalyzing its growth without losing focus on the bottom line."

## CORE COMPETENCIES



- Strategic Planning
- Business Operations
- Business Development
- Sales & Marketing
- Client Engagement
- Service Product Development
- Mergers & Demergers
- Key Account Management
- Market Share Expansion
- Revenue Generation
- Project Management
- Digital Service Solutions
- VAS, Projects & Products Sales
- AMC, Contracts & Agreements
- Channel Development & Management
- Techno-Commercial Negotiations
- Team Management
- Leadership Acumen

## ACADEMIC CREDENTIALS



### P.G. Diploma in Operations Management



Indira Gandhi National Open University  
1998

### P.G. Diploma in Thermal Power Plant Engineering



National Power Training Institute, Neyveli,  
Tamil Nadu. (A Govt. of India institution  
under the Ministry of Power)  
1997

### B.Tech. (Electrical & Electronics Engineering)



NSS College of Engineering, Palakkad,  
University of Calicut, Kerala  
1994

## PROFESSIONAL ACCOLADES



- Successfully developed and implemented Service Strategy for ABB India and Hitachi Energy India for multi-fold service growth.
- Catered key accounts, including most of the State Electricity Boards of India; PSUs such as PGCIL, NTPC, NLC, Vizag Steel & NHPC, etc.
- Recognized for successfully managing major customer accounts such as Adani, Reliance, Tata, JSW, etc.



## EXECUTIVE SUMMARY

- Visionary and Multifaceted Business Leader with over 26 years of experience** in advancing the strategic direction of the business through leadership in business operations, product development, business development, mergers and de-mergers, and sales and marketing to ensure continuous growth and business scalability.
- A substantial breadth and depth** in accelerating growth and breaking into new markets through a focused sales strategy and actionable business development tactics for enhanced sales, volume growth, market share acquisition, and revenue generation.
- Distinguished career** in creating and transforming ideas into large-scale product /service development that generates competitiveness, accelerates growth and achieves customer delight while helping shape the future of businesses.



## WORK EXPERIENCE

### HITACHI ENERGY INDIA LIMITED, BANGALORE



- Since Dec 2019

#### Service Sales Director & Head Service Sales Manager – India ( Business Volume : 70 MUSD )

##### Key Deliverables:

- Strategic Planning:** Develop and execute long-term strategies to establish the business as a market leader. Create and implement high-quality business strategies aligning with objectives to maintain a healthy financial position.
- Business Operations:** Manage Hitachi Energy India's Service Business, concentrating on strategy, managing existing installations, proactive services, and boosting customer satisfaction (Net Promoter Score).
- National Operations:** Oversee national marketing and sales operations, initiating major projects and leading teams for enhanced sales performance. Champion marketing and sales efforts, outlining plans for business growth, acquisitions, and post-sale services.
- Business Development:** Tap new business opportunities, expanding the client base and penetrating new markets through outreach and relationship building.
- Sales Management:** Qualify inbound demand to build a strong pipeline for the sales teams to realize revenue generation, broaden the global reach & expand the customer base.
- Marketing Management:** Drove the marketing initiatives for positioning the business as a front-runner in competitive markets, achieving sustained growth and market share.
- New Market Development:** Penetrate new markets having product potential, devise market-entry tactics, and build a presence within the market to grow business.
- Digital Service Portfolio:** Attain consistent growth in services and conceptualize a strategy for a digital service portfolio. Play a stellar role in optimizing the reach of digital service solutions in the market.
- Business Expansion:** Formulate and implement the engagement strategies with potential clients, partners, and advisors for business expansion.
- Market Analysis:** Obtain insights on market trends for both local and global teams, fostering business growth.
- Key Account Management:** Oversee key accounts to maintain and grow the company's footprint in strategic accounts, ensuring high levels of customer satisfaction & retention.
- Team Management:** Deliver support to the sales team in strategy formulation and implementation, negotiations, and closing deals.

### ABB INDIA LIMITED, BANGALORE • Nov 2012 – 2019



#### Vice President & Country Service Sales Manager – India ( Business Volume : 110 MUSD )

##### Key Deliverables:

- Oversaw service business, achieving revenues between 110 MUSD in 2018.
- Spearheaded the enhancement of service sales potential and the OneABB approach by integrating bundled offerings and solutions, maximizing customer value.
- Formulated and executed service sales strategies as per ABB's guidelines, contributing to growth targets through team competency development and process innovation.

## PROFESSIONAL QUALIFICATIONS

- SixSigma Yellow Belt Certification
- Internal Training Programmes on SAP. Trainer for SAP – CRM Module in ABB India
- Global Service Excellence Programme conducted by Alstom Global Training Centre for Sales / Service Managers.
- 210 MW Thermal Unit Operations on Simulator conducted by NPTI, Delhi.

## AREAS OF EXPERTISE

- Played a key role in the demerger of ABB India's Power Grid Business into Hitachi Energy India Limited, leading the Sales & services workstream for the new entity.
- Engaged in energy efficiency initiatives and conceptual selling to PSUs and industries.
- Marketed Digital Service Solutions to prospective clients.
- Successfully secured contracts with State Electricity Boards, Power Plants, Industries, PSUs, Contractors, etc.
- Involved in managing sales of Value-Added Services, Project Sales, Product Sales, tendering processes, and project execution.
- Steered the business development and marketing for AMC Contracts, Asset Management Contracts, and Long-Term Service Agreements.
- Drove channel selling and developing channel partners in strategic locations.
- Facilitated business promotion, identifying OEMs, Institutional Accounts, and Contractor Segments for profitable sourcing.
- Advanced the retrofit business and value-added services like Complete Asset Management Services, Diagnostic Studies, O&M Contracts, and Advanced Services.
- Handled complex techno-commercial negotiations.
- Sought new business opportunities in collaboration with various zonal offices and branches.

## PERSONAL DOSSIER



**Date of Birth:**  
1st Jun 1972



**Languages Known:**  
Malayalam, English, Hindi, and Tamil



**Address:**  
Flat # F 833, Brigade Northridge  
Kogilu Road, Kogilu Yelehanka -Post  
Bangalore-560064, Karnataka, India

**ABB INDIA LIMITED, BANGALORE** • Jan 2011 – Oct 2012  
**Asst. Vice President & Group Head – Power System Division – South Zone**



### Key Deliverables:

- Steered efforts in spearheading the marketing, sales, and business development activities for the Power System Division in the South Zone.
- Achieved business objectives across divisions, including Transmission and Distribution Substations, Electrical Balance of Plants, and other key areas
- Played a stellar role in managing the order intake and streamlining the receivable liquidation processes for the entire Power System Division.



## PRIOR WORK HISTORY

**ABB INDIA LIMITED, BANGALORE** • Oct 2010 – Dec 2010  
**Asst. Vice President – Business Development (Power Segment)**



**GMR ENERGY, BANGALORE** • Mar 2010 – Sept 2010  
**Associate General Manager, Power Business Development (Thermal)**



**ABB INDIA LIMITED, BANGALORE** • Nov 2005 – Feb 2010  
**Joined as Service Marketing Manager for the Power Technology Division for South India & rose to the post of Group Head – Power Products Business for the Southern Region**



### Key Achievements:

- Achieved a tenfold increase in service business volume in the Southern Region over 3 years.
- Oversaw an annual order intake of 70 MUSD and managed 22 business verticals at ABB, leading a team of around 40 engineers in both sales and service.
- Skillfully guided Sales Engineers based in Bangalore, Vizag, Kerala, and Hyderabad.
- Secured ABB India's initial orders for Asset Management, Large Transformer Repairs, 220 KV Hybrid Switchgears, and Gas Insulated Switchgears from ABB China, among others.

**CASTROL INDIA LIMITED** • Aug 2005 – Oct 2005  
**Territory Manager (Power Generation Segment)**



### Key Deliverables:

- Conducted market research to identify potential clients and assess the current demand for special purpose lubricants and oils within the Power Generation Segment.
- Acquired the new clients within the Power Generation Segment, developed strategies to approach them, and converted leads into long-term business partnerships.
- Looked after the sales and business development activities for specialized lubricants and oils targeting the Power Generation Segment in the southern region of India.

**ALSTOM PROJECTS INDIA LIMITED, CHENNAI** • Sep 1997 – Aug 2005  
**Manager, Power Services – Sales (Southern Region)**



### Key Achievements:

- Penetrated the Southern market, a stronghold of BHEL, by acquiring multiple Alstom orders from State Electricity Boards and Utilities through strategic marketing efforts.
- Attained Alstom Project Service Group's first-ever contract from prominent southern entities such as NLC, APGEN Co., and TNEB.

**GUJARAT INJECTS KERALA LTD., KERALA** • Apr 1995 – Jul 1996  
**Maintenance Engineer / Shift In-charge**

GUJARAT INJECT KERALA LIMITED

**FLUID CONTROL RESEARCH INSTITUTE, KERALA** • Jun 1994 – Apr 1995  
**Electrical Engineer (Temporary Basis)**

