

# VISWANATH SRIDHAR HARPAHALLI



PHONE  
+91 98864 09905



EMAIL  
vish\_666@yahoo.com



LOCATION  
BANGALORE; INDIA

## PROFILE

A strong business leader with 19+ years of multi-industry experience across geos. Having built businesses & teams from scratch, I can empathise with the ground realities in most business situations. Strong control over all forms of communication makes me unambiguous and firm when leading teams or with customers. I have been fortunate to challenge status quo in my professional journey of over 2 decades and have exposed myself to new initiatives periodically.

My key expertise lies in Additive Manufacturing (3D Metal Printing), Automotive, Manufacturing, Software (CAD, CAM, PLM, IT Services and Internet of Things) and Industrial & Construction Equipment's industries.

## SPECIALITIES

Sales, Marketing, Strategic Account Development, Relationship Selling, Upselling & Consultative Selling, Team building, Channel Management, Business Analysis, Market Share & Competition Assessment

## EDUCATION

- Executive Program in Business Management from Indian Institute of Management Calcutta (IIMC)
- Diploma in Mechanical Engineering (Specialization- General Mechanical Engineering), Mysore Engineering Institute, Bangalore.

## EMPLOYMENT

Autodesk  
India

JAN  
2017 -  
TILL  
DATE

### Marketing Manager – Manufacturing

Roles & Responsibilities

- Drive pipeline contribution of \$12 mn and business closure of \$3.6 mn in FY18 for the Autodesk Manufacturing Industry solutions
- Drive competitive displacement campaigns to increase market share of Additive, Subtractive, 3D CAD & Simulation solutions from Autodesk
- Drive Machine Tool Partnerships to bundle the Additive and Subtractive manufacturing solutions

Achievements:

- Achieved \$14 mn contribution to pipeline in FY18 & \$4 mn contribution to business closure in FY18 for Manufacturing Industry Solutions
- Drove SolidWorks competitive displacement campaign and added 30 new customers in FY18
- Rated the top performer in FY17
- Drove Machine Tool Partnership with STM (SnT Engineers) & added 65 new customers. Finalised Machine Tool Partnerships with EOS, COSMOS, Jyoti CNC

IBM India  
Pvt. Ltd.

SEP  
2015 -  
DEC  
2016

## Marketing Manager – Automotive Industry, IBM Watson Internet of Things

### Roles & Responsibilities

- Define and develop end to end marketing campaigns that help drive pipeline in local countries incl. events, sales plays, value propositions, campaign kits, digital marketing, etc.
- Accelerate IBM's leadership in the Watson IoT for Automotive portfolio by achieving highly positive analyst reviews and leadership position in relevant analyst studies

### Achievements:

- \$10mn contribution to sales pipe line in FY15-16 for Watson IoT Automotive portfolio
- Strategised and executed the "Connected Cars" demand generation campaign
- Multi-level marketing for demand generation that opened new accounts for IBM Watson IoT Automotive and created visibility amongst Customers, Prospects, Analysts and Partners

INTECH DMLS  
Pvt. Ltd

MAY  
2014 -  
AUG  
2015

## Head Business Development

### Roles & Responsibilities

- Responsible for supporting the development of sales opportunities in key domestic markets as well as supporting the strategic aims of the business in the international markets
- Strategic Focus on 4 core verticals: Automotive, Tool & Die (Injection Molding & Die Casting), General Engineering (Manufactures of Turbo Chargers, Pumps, Switch Gear etc.), Engineering Service Providers (ESP/ Design Houses)

### Achievements:

- Business results: Enquiry Generation (TCV) of INR 15mn, Business Closure (TCV) of INR 6.6mn
- 30 + new logos were added in an emerging market for Additive Manufacturing
- Managed 15+ strategic accounts to adopt Additive Manufacturing
- 20+ "Conformal Cooling" / "3D Profile Cooling" projects were executed with all the major Tier 1, Tool & Die Manufactures. ~30% increase in cycle time was observed in all these projects
- 3D Printed the First Tyre Mould in metal for one of the largest tyre manufacturer in India
- 3D Printed the First Turbine Housing in metal for one of the largest Turbo Charger manufacturer in Japan

HCL  
Technologies

MAR  
2013 -  
MAY  
2014

## Senior Manager – Global Business Marketing

### Roles & Responsibilities

- Responsible for planning and executing Line-Of-Business Marketing for Enterprise Transformation Services (A \$550mn horizontal service line).

### Achievements:

- Business results: RFX generation (TCV) of \$32mn, RFX influence (TCV) of \$32mn, RFX

## PRIOR EXPERIENCES

IBM India  
Pvt. Ltd

Smarter Planet Field  
Enablement Manager –  
Worldwide Industrial Sector

JUL  
2010 -  
FEB  
2013

EDS Technologies  
Pvt. Ltd.

Marketing Manager

SEP  
2007-  
JUN  
2010

Magal Engineering  
Co. Pvt. Ltd

Asst. Manager - Sales

SEP  
2006-  
JUN  
2007

GERB Vibration  
Control Systems

Application Engineer

OCT  
2002 -  
AUG  
2006

Rajamane and  
Hegde Services

Engineer Shop Floor

JUN  
2001 -  
SEP  
2002

Wipro Fluid  
Power Ltd.

Asst. Engineer After Market  
Sales

SEP  
1999 -  
MAY  
2001