

NAGESWAR SUNDARAM



Over 15 years of corporate experience that includes a decade in Marketing, Sales and Business strategies, primarily in the online internet based information services industry.



+91-97400-97900



nageswar.sundaram@gmail.com

EDUCATION



2001-2004

B.COM

RKM Vivekananda College
University of Madras



2012

ADV. DIPLOMA - TRAINING &
DEVELOPMENT

American TESOL Institute

CERTIFICATIONS

- Certified Trainer from American TESOL Institute
- Certified Neuro Linguistic Programming (NLP) Advanced Practitioner from American Board of Neuro Linguistic Programming
- Dale Carnegie Certification for Train the Trainer

KEY EXPERTISE AREAS

Marketing | Strategies | Communications | Email Marketing | Video Marketing
Market Research | Event Management | Corporate Branding | Cross Selling |
Up-Selling | Product Launch | Media Management | Digital Marketing |
Training | Customer Operations

Managing Partner
June 2018 - Present



Marketing & Consulting Services

- Avegaa Center for Excellence provides complete Marketing Consultancy services
- Marketing Collateral, creative banners & posters
- Web Development, Explainer Videos, Product Demos, Corporate Decks and Digital Media Marketing services
- Creative Email Marketing, Whatsapp Marketing and Content Development
- Competitor Analysis, Market need analysis to provide Go-to Market Strategies

Marketing Services to IRSO

- Avegaa Center for Excellence served as an Evangelist partner for Indian Road Safety Organization (IRSO)
- Conducted Market Research, formulating business plans for IRSO for product development on Road Safety
- Devised Go-to Market strategies for IRSO for Road Safety initiatives among Schools, Colleges, Corporate and Government
- Conceptualised and designed the marketing collateral for the Online Road Safety Awareness Program
- Handled the Digital Media Marketing of IRSO's a on Road Safety
- Liaised consistently with Government Officials for Governmental deals of IRSO and managed to Organise 'first-of-its-kind' program in Puducherry in partnership with the Police Department

Event Management

- Avegaa Center for Excellence is into Innovative Event Management
- We handle the complete length of Event Management right from Strategizing, Organizing to Execution
- Front-runner of Paadarivom Padipparivom is a humble effort to help Amateur Singers learn the Art of Learning the song. We primarily focus on teaching Movie songs, breaking it down and explaining the nuances in an easy to understand manner
- Been building a Social Media LIVE Channel in both FB & Youtube and have managed to get 3k Active followers in Facebook & 2k subscribers in Youtube, organically
- Our weekend programs are watch by at least 150 LIVE, which is considered to be a great traffic for FB & YT LIVE shows
- - Running a Novel Concept called Unnai Arindhal, which is about Softskills through Comedy clips from Tamil Movies.

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Vice President - Sales & Marketing

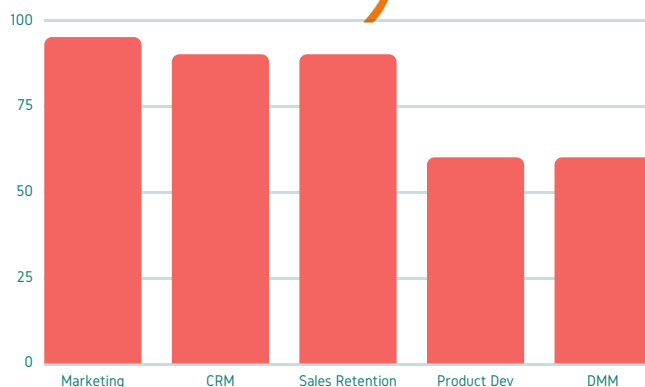
March 2020 - August 2020

- Joined the Start-up as a consulting Marketing & Business Development professional
- Spread-headed the go-to market strategies
- Worked on branding, strategising and positioning of ATMA, a robust psychometric tool for Corporate & Academic Institutions
- Created all the collaterals including, website, brochures, presentations, flyers and promotional videos
- Prepared Investors desk and pitched the same with the Investors circle
- Spread-headed the Digital Media Marketing
- Appointed Channel Partners & Market Research agency
- Due to COVID situation, the company did not get funded on-time, so the growth of the organisation is stalled and waiting for the situation to improve
- Continuing to offer passive services, at no cost

Head - Marketing & Customer Operations

January 2017 to May 2018

- Strategized & Implemented sales & marketing strategies with a view to penetrate new accounts and expand existing ones for a wide range of products. Reported to the Founder
- Lead business & marketing Campaigns and was handling Digital Marketing of Taxсутra's offerings
- Responsible for the overall marketing & promotion of Taxсутra's events including social media promotions, brand management, Hoarding management & Media management
- Provided the Management with Analyzed and interpreted Data and insights to facilitate business decisions
- Handled the launch of GST Pro & GST Sutra, new online products developed during the launch of GST in India. Created and implemented the customer-focussed campaigns, marketing collateral, marketing videos, creative email campaigns, and landing pages. The campaigns helped in huge lead generation, compared to the Sales Efforts of the BD team
- Handled the complete process of testing, packaging, marketing through online space and selling of GST Pro & GSTSutra
- Managed to execute a viral email campaign that resulted in not only achieving the targeted sales numbers for the portal, but also increased the footfall on the portals by 400%, during the campaign. Constantly tracked campaign effectiveness and managed them based on the insights
- Increased the FB & Twitter traffic by 300x through consistent engagement and Organic DM strategies
- Revamped the complete Customer Relationship Management System, which effectively resulted in a 15% increase in Sales
- Designed a Robust Sales Target plan and implemented the same, resulting in a good 30% increase in the pipeline management and conversion
- Conceptualized and implemented a Customer Relationship program called Strategic Account Management Program (STAMP) that increased the on-time retention of clients by almost 50%



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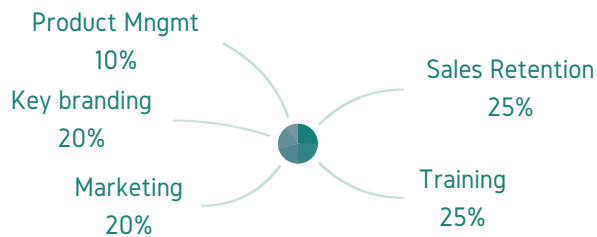
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Consultant - Training Customer Operations

March 2010 to Dec 2016



- Headed Sales Retention and managed a Revenue of over 10Cr of Westlaw, a legal database of Thomson Reuters, India, reporting into the Managing Director, India
- Headed the complete Sales Operations, right from formulating processes, analyzing and reporting on Monthly/Quarterly/Half Yearly & Annual basis and provided all the data important for Business Decisions
- Responsible for increasing the revenue of Westlaw business in India through New Sales and by identifying Up-Selling and Cross-Selling Opportunities among existing clients through marketing strategies
- Played a key role as a Product Manager for Westlaw India
- Built marketing campaigns across different channels and segments to support overall strategic marketing plan.
- Created the complete Marketing Collaterals, Sales Pitch Decks, Product Videos, Demo Videos & Training Videos of Westlaw India
- Handled Traditional and Social Media Marketing for Westlaw
- Devised Training Strategies to ensure effective usage of databases, with special emphasis on handling low usage clients
- Conceptualized and Introduced Student Representative Program, PAN India. The program was an initiative to identify Student Ambassadors across all the academic institutions subscribing to Westlaw, to promote the usage among students. The program was a huge hit and duplicated by many other countries after seeing the success in India. The program potentially increased the usage by least 400% in academic institutions
- Established a Client Retention program, which is still being followed for Renewal Sales in Thomson Reuters, Legal
- Introduced a Top 20 Key Account Management Program, which increased the usage of Westlaw India by 300% in the Strategic Account Segment

Client Trainer

Oct 2007 to Feb 2010



- Analysed training needs of the clients to design and conduct classroom or web-based training programs, reporting into Director - Customer Support
- Trained Academic Institutions, financial organizations, corporate, law firms, senior advocates on using the online databases effectively
- Liaised and framed strategic training plans based on the usage patterns of the clients to make sure that the product is used effectively and successfully managed to increase the usage by 20-30%
- Ensured steady and strong business relationship with clients all through the year and growth of business by generating business leads and contributed nearly 20 lacs of business through business leads
- Worked closely with Sales Managers to ensure more than 85% continuance of existing business
- Demonstrated products to potential customers
- Implemented tracking mechanisms to analyze high usage accounts and facilitate up sell opportunities through training
- Capital Markets Corporate Database (August 1997 - July 1998)
- Customer Support Executive (Financial Database)

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RR Donnelley

March 2006 to Sept 2007



- Lead a Team of 14 Research Associates & Analysts
- Quality checking of financial spreads & financial research reports
- Handling weekly client calls, work assignment & shift allotments for the team members.
- Constant monitoring for the work flow database to ensure timely submission of projects & weekly target achievements
- Training department members on financial spreading, financial modelling, compilation of Bank Credit Reports and using financial databases like Factset, Thomson Research, One source, EIU, Factiva, Alacra, Perfect Information, Profound, Reuters Research, S&P & Moodys
- Preparing MIS Reports, weekly, monthly & quarterly status reports for the clients.

Trainee Officer

Nov 2004 to Dec 2005



- Investigate unduly returns, cancellations and representations of payments initiated through electronic transfers, using the SWIFT network
- Regular interaction with clients across the Globe on issues pertaining to the projects.
- Training new joiners on the process. Prepare, update and maintain process manuals.
- Regular interactions with different banks across the world, wherever and whenever needed

Contract Administrator

April 2004 - Oct 2004



- Investigate unduly returns, cancellations and representations of payments initiated through electronic transfers, using the SWIFT network
- Regular interaction with clients across the Globe on issues pertaining to the projects.
- Consistently Maintained 6 Sigma in performance

Place: Chennai

Date:

Signature