

ABOUT ME

+91 9884411312 | Sugumard.harish@gmail.com

4 years of experience in product development and building business development strategies for companies across manufacturing & ed-tech.

EXPERIENCE

AMTDC, IIT Madras | Marketing Manager

Oct 2021-Present

Responsible for developing Marketing strategy to spread awareness and acquisition of users for 'KITE' technology platform

- **Spearheaded a team of 10+ internal & external stakeholders on Skill Development activities** (Hybrid Model) for **400+ students on 30+ industrial challenges** which **gained 25% increase in student user registration** on the platform
- **Increased** user registration from **2000 to 10,000 users** on the KITE platform by identifying the right channel to increase top-of-the-funnel activities
- **Developed use cases** for Industries and **created marketing videos** to be rolled out in IMPTEX, IMTMA & CII exhibition & conferences which **increased inbound enquiries by 20%** and **increased LinkedIn followers by 32%**
- **Decreased product back-log from 8 to 2** by supporting technical team and **carrying out weekly sprint meeting**

BYJU'S | Senior Business Development Associate

June 2020-Sep 2021

Responsible for user acquisition, retention & on-boarding students of K10 & K12 segments across PAN India.

- **Led a team of 20+ sales associates on training and mentoring** them on lead qualification, customer objection handling and Leadsquared discipline which resulted in **25% increase in Average revenue per sales person**
- **Reduced loan processing time to a few minutes** by supporting product team with research, insights, data and launching a new solution - Byju's TL pay
- **Developed and deployed creative Sales strategies during COVID-19 lockdown** which resulted in **75 students registering for trail course followed by 80% conversion to yearly subscription**
- **Supported** my team on **qualifying inbound leads** through **BANT qualification method** and **Account mapping** which resulted in better prioritization of the assigned leads

CRYOLOR ASIA PACIFIC | Mechanical Engineer

Feb 2015-Apr 2017

Identified and solved business problem on Material Management by creating and launching ERP Module using Baan, which resulted in error free and quick release of materials to production.

- **Developed process framework** which helped to identify the **root cause on bill of materials shortage** and **redesigned the process using BaaN ERP tool**

INTERSHIPS

MSD, Dubai, Business Operation

Jul 2019 - Dec 2020

Todaily, Dubai, Sales & Marketing Executive

Sep 2018 - May 2019

OYO, Dubai, Business Development Executive

Mar 2018 - May 2018

EDUCATION

BITS Pilani, Masters in Business Administration (MBA)

2018 - 2020

BITS Pilani, Master of Technology in Manufacturing

2015 - 2017

REC, Bachelors of Engineering in Mechanical

2010 - 2014

SKILLS

- Business Acumen
- Product Design
- Go to Market Strategy
- Consumer Behavior
- Communication
- Execution
- Leadership
- Prioritization
- Technical Knowledge

TOOLS

- Jira, Trello
- Miro, Figma
- Visio, Lucidchart, Canva
- Hotjar
- Asana, Slac
- CRM - Leadsquared, Salesforce
- ERP - SAP, Baan
- PowerPoint, Excel, Tableau, Google Analytics