

# Gopal Radhakrishnan



**Growth Catalyst | Turnaround Specialist | Brand Strategist | Business Development**

Customer Relationships at CXO Level | Channel & Alliance Strategy | Partner Management | Revenue Growth

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India

As a customer-focused and results driven Global Business Leader, Raghavan leverages close to 3 decades of experience leading globally-based teams across India, Middle East, Europe & Asia Pacific, building partnerships globally, propelling profits and ROI by helping companies fast-track their business. With a focus on developing long-term relationships at Senior Executive levels, he spearheads cross-functional teams to develop and implement strategies that modernize the way companies function and build ROI. Raghavan's expertise in an extensive repertoire of the Automotive industry, and insight into the global and Indian marketplace allows him to provide customized and innovative Channel Development solutions and to build Strategic Alliances that enables firms to save on costs, and better serve their customers. As an experienced global people leader, Raghavan values collaboration and leading by example. He remains committed to the development of his teams, coaching them to capitalize on their strengths and work through areas in need of growth.

He currently heads overall sales operations as the Director Sales in Scania Commercial Vehicles India Pvt. Ltd., Consistently recognized as a talented Sales Strategist with expertise formulating pivotal turnaround strategies and growing business as demonstrated through developing a fully integrated multi-channel marketing campaigns targeted at a segment of the competition's most profitable customers. Recognized as a sharp analyst and exceptional communicator and influencer, holds an intuitive ability to incorporate disparate ideas into a simple but provocative concept. Diplomatic and persuasive; adept at working effectively with people representing diverse interests and levels of authority.

## CAREER TIMELINE

**Since 2016**

**Director** - Sales Scania Commercial Vehicles India Pvt. Ltd., Bangalore, India

**2015 - 2016**

**Associate Vice President** - Allied Products GMMCO Ltd., Chennai, India

**2010 - 2015**

**Vice President - Asia Pacific** - Sandvik Construction, India

**2008 - 2010**

**General Manager** - Rammer Breakers, Finland

**2005 - 2008**

**Regional Manager** - NPK Middle East FZCO, Jebel Ali, UAE

**2002 - 2005**

**Assistant Manager** - Dynatrade Automotive, UAE

**1996 - 2002**

**Sr. Sales Engineer** - Saud Bahwan Group, Muscat, Oman

**1993 - 1996**

**Deputy Sales Engineer** - Lucas-TVS Ltd., Chennai

**1989 - 1993**

**Sr. Sales & Service Engineer** - Hindustan Motors Ltd.

## AREAS OF EXPERTISE

### STRATEGY & VISION

Strategic Product Development | Geographical Expansion | Growth & Diversification | Market Entry Strategy | Business Model & Structure | Business Plan Development

### BUSINESS DEVELOPMENT & OPTIMIZATION

New Product Development | Product Launch | Internal Controls and Processes | Process Excellence | Change Management | Pricing Strategy | ATL & BTL Activation | PR Activities / Media & Advertising Strategy

### FINANCIAL / STEWARDSHIP

EBITA Improvement | Fiscal Management | P&L Accountability | Revenue / Market Share Increases | Cost Optimization and Reduction | Operational Risk Management and Mitigation

### SALES EXPERTISE

Business Development | Account Management | Negotiation | Partnering | Institutional Sales | Distributor & Retail Sales | Channel Management | New Business Acquisition

### OPERATIONAL EXPERTISE

Client Relations | Stakeholder Relations | Vendor Relations | SOW | Project Life Cycle | Process Re-engineering | Change Management | Human Capital | Training & Development

### MARKET ANALYTICS

Customer Retention | Market Research & Consumer Insight | Business Analytics | Geographical Expansions

## ACADEMICS

**2015** Strategic Communications, University of Purdue, USA

**2012** Executive Change Management, Stockholm School of Economics, Sweden

**1989** Bachelor of Mechanical Engineering, Barathiyar University - Coimbatore Institute of Technology, Coimbatore

## SIGNIFICANT CONTRIBUTIONS

### Business Growth & Turnarounds

Specialized in global and regional business management and strategy development across South East Asia, Australia and New Zealand markets.

- Leveraged the truck business across Indian markets from a negative EBIT to Positive EBIT in a span of 14 months, by recording a sales of 525 trucks. – (Scania)
- Established clear process and controls to ensure smooth operational efficiency reducing the OPEX significantly. – (Scania)
- Played a major role in turning around construction equipment business of Sandvik in India in just 2 years; achieved a turnover of US \$1.5 Billion in 2013 in Asia Pacific; Awarded as the fastest growing construction equipment company. – (Sandvik)
- Directed start-up and development across Middle East Operations based in Jebel Ali Free Zone in UAE. – (NPK)

### Sales Records

- Achieved record sales of more than 40 Units of Tamrock Ranger 700 within the first full year of operation in UAE. – (Dynatrade)
- Launched and spearheaded sales, spares and servicing for Backhoe Loader 50 HX in India; sold more than 25 Units of Backhoe Loader in just the first year of launch. – (Hindustan Motors)

### Brand Building

Functioned as a spokesperson of brands / products such as Caterpillar, Soosan, Komatsu, Kubota, Sumitomo, Metso, Hyundai, Tamrock, New Holland, Kato, Bomag, Krupp, Wirtgen, Rammer, Marini, NPK, Metso, MSB, Tamrock, Sandvik, Kato, Shanbao, Krupp & Bretec. – Saud Bahwan

- Conceived, designed and launched a new brand “BRETEC” - (Sandvik)
- Introduced Rammer brand in UAE Market – (Rammer)
- Significantly contributed in introducing 24 X 7 service facility for the first time ever in the history of Indian Construction Industry; won highly innovative marketing campaign of the year award – (Sandvik)

### People Relations

- Successfully launched an innovative program “Beyond Boundaries”-An Employee Exchange Program within Asia Pacific Region. – (Sandvik)
- Pivotal in introducing innovative people retention strategies such as Coffee with MD, WOW Cards, Pride Award, etc.
- Administered and transmitted warranty & customer feedback on NPK Hammers performance across the factory in Japan Operations Management. – (NPK)

### Manufacturing & Industrial Operations

- Responsible for production planning and control at Rammer, Finland and new product introduction.
- Introduced lean manufacturing program in India to ensure faster turnaround of stock through accurate and frequent forecasting models. – (Sandvik)
- Implemented clear process to minimize order to dispatch time for trucks in India. – (Scania)

## AREAS OF IMPACT

### Commercial Sales

Raghavan specializes in defining sales strategies and leading strategic business development. With expansive expertise of creating and nurturing multifunctional sales teams across diverse portfolios to ensure set targets are achieved. Collaborating with Product Management and Product Marketing to accomplish key objectives and strategic plans, he specializes in exploring growth opportunities and identifying key risks and success factors.

### Partner Programs

Developing and defining vision by executing multi-faceted alliance and partner programs globally remain Raghavan’s key strengths. Recognized for cultivating relationships with key channel partners; monitoring all metrics and assuring the team meets both sales and key selling performance objectives, he drives overall partner revenues from both existing clients and new prospects through direct selling support, channel enablement, new partner on-boarding and partner sales / services support.

### Operational Excellence

He holds demonstrative leadership in formulating processes, structures, and tools for individual project management and program management. Raghavan has developed a feedback mechanism to facilitate open discussions of organizational improvement opportunities to support organizational goals. He ensures productivity and operational goals are attained; maintains efficient team structure and performance.

### Customer Success Enablement through Resource Management

With a strong belief in continuous knowledge upgrade and quality assurance, he ensures his teams are equipped to deliver and execute against aggressive performance metrics. Serves as customer advocate internally while effectively collaborating with internal cross-functional teams including product management, sales and QA.

### Business & Brand Strategy Development & Implementation

Defining business & brand strategies, comes as an inherent quality for Raghavan. Across his tenure he has remained responsible for end to end delivery of business strategy and brand positioning projects.

### Corporate Strategy and Business Alliances

Proven leadership in fostering growth of the company’s existing business units and driving the creation of a new BU’s via formulation of strategies, strategic partnerships, product/solution development plans and M&A proposals in line with business goals.

### Business Development & Market Penetration

Raghavan develops and executes the company’s business development roadmap, creating new funnels and growing revenue, while ensuring alignment with the BU’s long-term vision, mission, and strategy. Works closely with internal groups to educate and execute on strategic partnership initiatives and enables delivery of highest value growth initiatives.