



SAMAY MENON

Growth Catalyst | Turnaround Specialist | Sales and Business Development Expert

20 years of demonstrative leadership and expertise in sustaining and consistently increasing ROI and EBITA growth in dynamic and changing markets. Extensive business background in international and multi-cultural environments.



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SKILLS

SALES & MARKETING

- Business Development
- Account Management
- Negotiation
- Partnering
- Institutional Sales
- Distributor & Retail sales
- Channel Management
- Revenue Generation
- Marketing Strategies

OPERATIONAL EXPERTISE

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

STRATEGY & VISION

- New Business Development
- Continuous Process Improvement
- Internal Control Improvement
- Crafting New Strategies
- Strategic Product Development
- Geographical Expansion
- Strategic Networking

LEADERSHIP MANAGEMENT

- People Management
- Cross Departmental Coordination
- Cross Cultural Team Management
- Resource and Capacity Management
- Attrition Control
- Client Acquisition & Management

FINANCIAL MANAGEMENT

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

SUMMARY

Senior executive with verifiable year-after-year success achieving revenue, profit and business growth objectives within rapidly-changing environments. Extensive experience within the Technology and Hospitality markets which require deep understanding of critical business drivers in multiple markets and industries. Highly successful in building relationships with C-Suite Leaders and decision makers, seizing control of critical problem areas and delivering on customer commitments, customer-focused and performance-driven. Led and motivated cross-cultural teams.

Expert in strategic planning and implementation – guiding and directing an enterprise through substantial change management utilizing strong and effective strategic leadership. Possessing an outstanding track record of understanding, defining and shaping capital along with the creation of potential framework for YoY increase in revenue, Madhu is recognized as a Business Development strategist who builds strong, dedicated client relationships and partnerships based on trust.

Accredited as a leader with an entrepreneurial spirit who leads companies to growth and market differentiation with a record of generating new business opportunities and developing lucrative partnerships, retaining key accounts and pitching for business continuity/growth from existing clients. With an inherent expertise in consulting for long-term and short-term business needs, he provides tactical inputs to support the development of business and technology road maps while holding close ownership of building high-revenue sales strategies and teams focused on optimum ROI and tangible results.

AWARDS & RECOGNITION

- Best Key Account Manager - Global, Schneider Electric, 2014
- Best Key Account Manager - India, Schneider Electric 2013
- Best Sales Person Award, India, Schneider Electric, 2010
- Best Quarter Performance, Schneider Electric, 2009
- Best Salesman Of the year - India, Schneider Electric, 2008
- Best Quarter Sales Award - India South Region, Schneider Electric, 2008

PROFESSIONAL EXPERIENCE

Schneider Electric | Mar 2006 - Present

International Account Director & Global Ecoxpert -Hotel Solutions | Since Jan 2019

Revenue Impact: IMEA Segment - €68M; Key Global Accounts - €24M

- Providing strategic direction globally for the organization driving and managing the business development of high impact multinational enterprise accounts.
- Conduit between Agencies and Brands to ensure maximum ROI on Agency endeavors by vetting and refining proposed strategy, tactics, budgets and allocations.
- Analyzed accounts and recommended strategies to the management to Increase effectiveness for both Accounts.
- Designed and implemented 3 years Executive Strategy for LEAD Accounts: Accor and Hyatt
- Strengthened position with customers and developed new business opportunities.

Segment Director- IMEA (India, Middle East & Africa) | Jan 2018 - Dec 2018

Revenue Impact: IMEA Hotel Segment - €76M, Strategic Accounts – 29 M euro

- Formulated and led partnership structures, strategic rationale, business plan and negotiations for the growth of Global Strategic Accounts across IMEA Region.
- Exposed strategic revenue expansion to leverage Multiple Country Target Accounts (MCTA) to reach the same excellence as the GSA Accounts.
- Designed and successfully implemented geographical business expansion-based strategies and programs such as EcoXpert Program A Schneider program involving System Integrator(SI), Ecostruxure for Hotels, Hotel Technology Digitization and driven Regional Segment Prescription.
- Developed and executed numerous channel partnership structures and partner enablement programs.
- Devised and enabled Technology Transformation, bringing differentiated Innovation in the Hotel Digital Journey in the Region
- Trained the countries in understanding the Customer Design Guides and help Prescriptive Work with more Project achievements in the Region.

Regional Account Manager - IMEA, Global Strategic Accounts – Hotels

Jan 2016 - Dec 2017

Revenue Impact: 2016 - €34M; IMEA Hotel Segment-67M Euro

- Regional POC to Global Strategic Accounts - IMEA, formulated and devised the growth vision and business roadmap as a blueprint and remained as a catalyst for aligning all future business stakeholders with the strategic direction of the business development.
- Defined operating model strategy for to develop and maintain relationships at an executive-level within a portfolio of allocated operators, including, Hilton and Marriott in IMEA Region and a handled business volume of €20M.
- Collaborated with developers, consultants, and contractors to manage the end to end scope of the project sales, strengthen position with customers and win new business, provide strategic direction and help clients meet business objectives.

Global & National Key Account Manager- Hotels | Jan 2012 - Dec 2015

Revenue Impact: 2015 - USD 8M; 2014 - USD 6.7M; 2013 - USD 4.7M; 2012 - USD4M

Consecutively awarded as the "Best Key Accounts Manager", chiefly tasked with National and Global Key Accounts Management within the hospitality sector, contributing by presenting scalable customized solution selling concepts, steering customer retention & cross-selling within "The Network" of Schneider. Assembled and managed the portfolio of allocated operators, including, Hilton, Accor, and Marriott while driving operational excellence within these accounts.

- Analyzed market conditions, industry changes, gathered data and performed spreadsheet analysis to forecast sales revenue, sales planning and profit achievements.
- Streamlined target customer base using market segmentation techniques and formulated innovative strategies to devise mature projects, thereby pioneered sales enablement activities.

Manger Sales | Mar 2006 - Dec 2012

Revenue Impact: 2011 INR 7.5CR; 2010: INR 4.5CR

Worked in capacity of a Territory Manager and Sales Manager, managing Key Accounts & Retail Channel Development.

- Handled the sales operations of various products, viz. Wiring Devices, Home Automation, and Commercial Lighting Control.
- Meticulously steered Automation Business & Commercial Lighting Control and successfully kept SFC, DSO and CCO for the ISC Business in Kerala. Managed a team of 4 members, ensuring sales force competency development through continuous coaching and a robust review and feedback mechanism.
- Captured 78% Market Share for Premium Products and 80% Market share for Five Star Hotel Properties Across Kerala.

PAST WORK EXPERIENCE

Shaksy International, Dubai | Nov 2002 - Dec 2005 | Business Development Executive

Steered On-Shore/Off-Shore Business Development Activities for Marine Cables across UAE & Oman.

Collaborated with key clients like 33KV Substation for ABB with Vatech Reyrolle, Dubai Palm Island, Lamprell, Nabors Drilling, Schlumberger & Amer Cables, Houston

- Successfully handled, Terminal 3 Project - Dubai Airport - Al Naboodah Liang.
- Successfully handled, 45 Rig Projects - Offshore & OnShore for Nabors, Lamprell, Schlumberger & DPC.

Door Tec Trading LLC, Dubai | Sep 1999 - Oct 2002 | Marketing Manager

Spearheaded Sales & Marketing Operations of Automation Products, viz. Garage Door, Gate & Swing Gate Operators across UAE, OMAN & Bahrain. Mentored the service technicians and managed new product launches.

- Bought in major key accounts like Carrefour, Dubai & IKEA, Abu Dhabi.
- Involved in supply & execution of TD 48 & TD 52 Project - Raynor Garage Doors

Sansui India Ltd., Kochi | Dec 1998 - Aug 1999 | Area Sales Officer

Monitored sales operations of Color Television & Audio Systems across 3 districts in Kerala. Devised strategies & schemes for dealers and customers, managing branch transition, brand promotion and collections.

- Successfully achieved 11% market share.
- Developed retail chain and achieved highest collection among other regions.

Feb 1998 - Nov 1998 | Whirlpool India, Kochi | Sales Supervisor

Aug 1996 - Jan 1998 | Singer India, Ernakulam | Asst. Manager-Retail Outlet

EDUCATION QUALIFICATION & CERTIFICATIONS

- PGP - Marketing & Strategy | Indian Institute of Management, Calicut | 2012
- B.Com | Mahatma Gandhi University, Kottayam | 1996
- Hospitality Management | Cornell University | 2019
- Higher Diploma in Software Engineering | Aptech, Kochi | 1998
- Energy Management | Professional Schneider Electric Solution University | 2013
- Solution Sales Professional | Learning Path