



PARAG KANDEKAR  
PMP, SAFe Agilist, MBA, BE

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## Competencies

Client Hunting/Acquisition

Farming/Key Account Management

Project Management & Delivery

Stakeholder Management

Risk Identification & Control

Sales & Delivery Process  
Improvement/Enhancement

Team Management & Leadership

CRM – MS CRM, Salesforce

CEO, BOD Reporting

Enterprise Software Sales

P&L Management

Program & Portfolio Management

Technology Awareness

Blockchain, AI, RPA, IoT, UI/UX  
BigData, Azure, AWS, Ent Search  
SharePoint, O365, BI, BPM, Mobility  
SDLC/Agile/Lean

“Business and Delivery Leader with a 16+ year of experience in client management & client success by providing technology-based business solutions. Experience in Business Requirement Analysis, Client Interfacing, Opportunity Identification & Qualification, Business Solution Development and Presales in Digital Transformation Technologies like Collaboration, BI, Cloud, Big Data, AI & RPA, Blockchain in Domestic (India) as well as International Market (USA, Emerging Countries)”

## Profile Summary

- 🔗 **Growth Hacker:** with expertise in New Geography Establishment, Expansion or New Practice/COE development and Growth.
- 🔗 **Solution Sales executive:** for activities like concept building, presentation, business case development, ROI Calculations, RFP/RFI, bidding, POC, monitoring and tracking, negotiation, deal closure etc.; highly skilled in C Level Interaction and Complex Deals Negotiation
- 🔗 **Client Engagement & Delivery:** Possess a deep understanding of the various phases of project management including initiating, planning, execution, monitoring / control and closure.
- 🔗 **Program and Portfolio Management:** Partnering with Solution Owners, Business stakeholders, Enterprise Architecture, Dev, Test, SE in analyzing requirements, analyzing risk, impacts, proposing solutions, designs, fleshing these out to detailed execution plans. Managed 300+ FTE Portfolio as Onsite Client Engagement Manager
- 🔗 **Principal/OEM Alliance Management:** Build & Execute strategic business plan for Principal Partner Alliance program with Microsoft, VmWare in India & Fiji region measured by collaborative solution & license revenue (influence revenue, License resell) with joint opportunity pipeline building and tracking.
- 🔗 **Team building and Management:** Lead a team of sales, pre-sales, campaign management & technology teams to achieve the numbers and the implement the growth strategy QoQ and YoY.
- 🔗 **P&L Management:** Ownership of P&L, Gross Margin to keep relevant P&L and Balance sheet positions as per benchmark set & are correctly reported at month ends/Quarter End/ year End with the applicable reconciliations
- 🔗 **Channel Partner Alliance Management:** Recommend, direct and drive partner sales and marketing campaigns measured by joint GTM initiatives, events and commensurate pipeline & conversions in India as well as SriLanka region.



## Educational/Professional Qualification

- Master's in Business Administration (**MBA**) with Marketing Specialization from Pune University, MBA Department (PUMBA) Year 2001 - 2003
- Bachelor's Degree in Engineering (**BE**) from Pune University, College PVG's COET - Year 1996 – 2000
- **Project Management Professional (PMP)**® from Project Management Institute, USA PMP #1838448
- SAFe Agilist From Scaled Framework
- RPA BA, Implementation – UiPath
- Lean Six Sigma Foundation Training from Lynda
- AA Certified Advanced RPA Professional

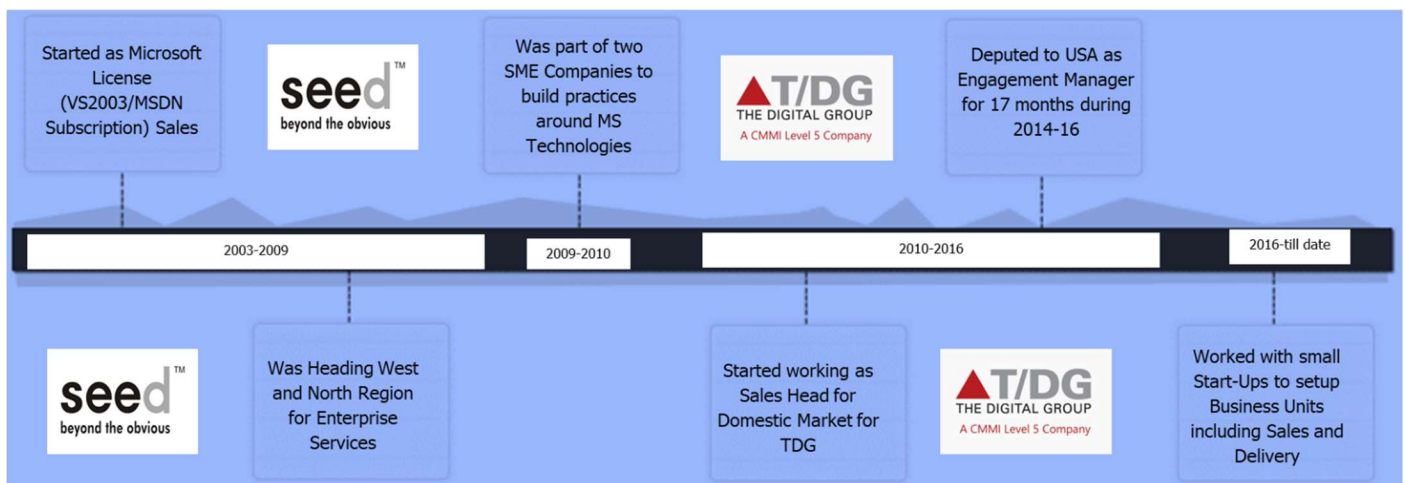


## Employment History

Organization Name	Location	Tenure (MM/YY)		Designation
		Start Date	End Date	
Spagyrist Mentors   Individual	Pune	October 2016	Till date	Director/Business Consultant/Advisor
TDG	Pune	October 2010	October 2016	Division Sales Manager
System Consultant	Pune	April 2010	September 2010	AVP – Business Development
CRBI Consulting	Bangalore	Sept 2009	January 2010	Managing Director
SEED InfoTech Ltd.	Pune	August 2003	March 2009	Business Head – West and North
Kirti Software	Pune	June 2000	April 2001	Business Development Manager



## Career Timeline



## Working as Business Consultant: Nov 2016 till date

Helping organisations to solve issues, create value, maximise growth and improve business performance. With our experience, expertise & business skills, provide objective advice and expertise, and help an organisation to develop any specialist skills that it may be lacking.

Our focus is primarily with the strategy, structure, management and operations of a company. We identify options for the organisation and suggest recommendations for change, as well as advising on additional resources to implement solutions.

Types of work we do:

- Business strategy – Portfolio Definition and Management
- IT Services, IT Product, Product Engineering - GTM Plans
- MIS, Sales Reports, Financial and management controls
- Hiring and Onboarding right Human resources & Training
- Alliance Management– Principal OEM
- Marketing – Online/Offline
- Channel Sales Strategy

High Level Responsibilities:

- Carry out research and data collection to understand the organisation
- Conduct analysis – SWOT, Market Potential, Market Share, YoY and QoQ Trends
- Interview the client's employees, management team and other stakeholders
- Run focus groups and facilitate workshops and brainstorming sessions
- Prepare business proposals, business case and presentations
- Identify issues, constraints & bottlenecks and form hypotheses and solutions
- Present findings and recommendations to clients
- Implement recommendations or solutions and ensure the client receives the necessary assistance to carry it all out in execution phase
- Manage projects and programs
- Lead and manage those within the team, including analysts and execution support team
- Liaise with the client to keep them informed of progress and to make relevant decisions.

Some of the Long Projects:

<b>Client IoT Startup from South Korea</b>	
<b>Challenge</b>	Explore potential of India Market (B2C)
<b>Strategy</b>	After doing two market research for– end user and channel sales, we identified factors which may and may not work. Suggested to go for B2B for Industrial projects
<b>Result</b>	Client got empaneled with a Large India base Telecom and got Industry specific requirements and Use Case. Got a big project for Industrial Project.
<b>Client Leading Software Training Institute in India</b>	
<b>Challenge</b>	Revenue and Profitability Leakage Stop and Optimization
<b>Strategy</b>	We analyzed People, Process, Business Model, Pricing Model. We worked on all Market Quadrants analysis. Found the missing processes, wrong business models and wrong people(team) to make the required changes. Analyzed BU P&L, found GAPS and issues.
<b>Result</b>	Client BU moved from negative EBITA to Positive EBITA with Lean and Productive team