

# Sudarshan Sridhar

PGDM - Marketing | Strategy | HR | International Business Development

sdn4thapril@gmail.com

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## Summary

Professional in Marketing and Business Development strategies

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## Experience

**Senior Executive - International Business Development & Account Manager - Europe Business at Pricol Limited**

December 2017 - Present

- Responsible for Business Development support function from the Head Office to European regions
- Account Manager for customers BMW, Ducati, JCB, CNH, Deutz AG, DAF, Leyland UK and Lombardini
- Processing of RFQs, discussing with core engineering team and management on feasibility and strategy and finalising the price to win the business.
- Conversion of RFQs to LOI. Leading the product development team members in achieving the milestones of the project development.
- Ensuring PPAP sign off with customer for pilot lot and mass production kick off and final price approvals.
- Reviewing the business situation and reporting to the top management for any change of business strategy.

**Business Development Manager- Built-in appliances at Whirlpool of India Ltd.**

June 2017 - November 2017 (6 months)

Developing business by introducing more Dealers and subdealers in a particular geographical area and dealing with architects for modular kitchens by placing the imported mass and premium products of Whirlpool's built-in appliances for the overall sale.

**Marketing Consultant intern at The Advantage Travel Partnership**

April 2016 - June 2016 (3 months)

Market researcher role for the firm to find out the brick and mortar travel agencies, to empower them with the technology and to make them compete with the rising online travel agency firms. This is done by collaborating with Pricol travels

**System Engineer at Tata Consultancy Services**

November 2012 - March 2015 (2 years 5 months)

Server design, build and development at British Telecom (BT-TEDBO Global Infrastructure Services). Job profile also included Service Management and connectivity establishment between two components for BT-Retail. Connectivity requests dealt with various types of interfaces where it involved interaction with the customer and the BT clients.

- worked with incident management team in BT by dealing with P1 to P5 requests

SPOC for the weekly billing of servers by analysing customers requests and giving them possible solutions and achieving weekly targets for BT Retail Line Of Business.

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## Education

Institute For Financial Management And Research

PGDM, Marketing/Marketing Management, Strategy & HR, 2015 - 2017

Activities and Societies: IFMR Music Club

Anna University

Bachelor's degree, Mechatronics, Robotics, and Automation Engineering, 2008 - 2012

Activities and Societies: Westibule English Club

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## Honors and Awards

Certificate for Outstanding Excellence

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[Contact Sudarshan on LinkedIn](#)