

Sivakumar Mathan

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I am a techno-commercial professional with 34 years of experience in sales, presales, business development and customer service, helping organizations in achieving sales targets with consultative selling. A transformational leader with expertise in mentoring teams to reach peak performance levels and passion for driving long-term success.

“Siva is a strategic thinker and one of the wisest persons that I have had the pleasure of working with. He is incredibly good at analysing the issue and formulating a solution. I've always been in awe of his capacity to motivate us to reach our fullest potential.....” Rohit Gupta, Regional business director, Telstra --- Colleague

SKILLS

Sales: Sales & marketing strategies, New revenue stream generation, Deal negotiation & closing, Customer service excellence, Establish strong client relationship

Presales: New product launches, Developing new alliances, Co-creation of services, Telecom, Networking, Cloud services, Problem-solving

Management: Strategic & Operations Leadership, Business Process Optimisation, Team Management and Mentoring, Collaboration and interpersonal skills

EXPERIENCE

TELSTRA

BENGALURU, INDIA

Head of Enterprise Business & Solutions, India

Jul 2019 – To Date

- Achieved 25% of revenue by new joint go to market initiatives with key partners in Data Centre, Cloud Contact Centre, Secure Access Secure Edge (DC, CCaaS & SASE).
- Changed revenue trajectory to growth from -10% to +1% PCP by changing the sales focus from declining revenue products such as private network @ -10% YoY, to internet that has a +10% YoY revenue growth and higher demand.
- Reduced competition for opportunities by >50% by co-creating services along with customer and increased win ratio from 10% to 16%
- Minimised revenue erosion for existing customer services from 19% to 7% over 3 years by enhancing customer experience and relationships.

- Increased productivity of team by 20% by augmenting professional competencies of staff relevant to present market and facilitated achievement of set goals by leading, coaching, and motivating the team.
- Joined as Head of Solutions and was promoted as Head of Enterprise Business & Solutions in 1.5 years.

SINGAPORE TELECOM

BENGALURU, INDIA

Solutions Director, India & Middle East

May 2015 to Jul 2019

- Churned large global MPLS network from competition with customised service levels that continued to grow year on year contributing more than 50% of new sales target.
- Generated new revenue streams that grew from NIL to 10% of revenue in 2 years; new products included SDWAN, NFV, Cloud computing, and cyber security services that have future potential.
- Enhanced market coverage by more than 200% by forging joint go to market with a large telecom operator in India.

Regional Manager – Sales

Apr 2005 to May 2015

- Tripled annual revenue from a large IT company by devising and implementing collaborative account management approach.
- Promoted to Solutions Director for demonstrating utmost dedication towards work excellence.

Business Network Manager - Presales

Nov 2001 to April 2005

- Designed along with engineering team MPLS network core and obtaining telecom service provider license in India. Secured 100% of customers by migrating them from Satellite based solution to submarine-cable-based network. Won multiple customers on India's first private submarine-cable based network. Was promoted to Regional Manager.

EARLIER CAREER

Sira Technologies, Technology Manager, London, UK

Jul 2000 to Aug 2001

NCS (Singapore Telecom Group), Technology Manager, Bengaluru, India

Sep 1998 to Jun 2000

AT&T, Senior Network Specialist, Bengaluru, India

Oct 1996 to Aug 1998

Electronics Corporation of India Limited, Customer Support Engineer, India

Dec1988 to Sep1996

EDUCATION

EXECUTIVE GENERAL MANAGEMENT PROGRAM – MARKETING

BENGALURU, INDIA

IIM Bangalore

Jan 2007 to Dec 2007

ELECTRONICS AND COMMUNICATIONS ENGINEERING

THE NILGIRIS, INDIA

Government Polytechnic, Ooty

Jun 1985 to May 1988