



Varaprasad Ponnaganti



Profile

Varaprasad is a business leader with entrepreneurial and corporate experience of over 28 years having technical background and work experience of over two-and-a-half decades working in the Corporate arena and as an Entrepreneur. He has worked in Office Automation, Information Technology, Insurance, Staffing, Consulting, Advisory Services & Training verticals.

Possess a strong desire and persistence to Lead a team/ an organisation/ establishment or an enterprise that aspires to be customer centric, profitable and a best place to work. Develop/ generate business by associating in an ethical manner with an unending thirst for excellence using the skills gathered over the years and constant learning.

The competencies developed with entrepreneurial and corporate experience of over 28 years are:

- After sales customer service.
- Key Account Management and Channel sales (Product and Concept sales)
- Institutional / Government Selling
- Profit Center Management
- End to End Business Competencies
- People Management
- Deliverables Focused
- Handling operations of an organization
- Training & Development
- **Industry Knowledge:** Office Automation, Information Technology, Insurance, Engineering Services, Staffing, Consulting, Advisory Services & Training verticals

The Driving Force that makes me confident of running a profitable Enterprise.

- Meticulous Planner, Organisation skills.
- Systematic Problem solving and Strategizing Skills.
- Excellent communications and Interpersonal Relationship skills.
- Communicate Efficiently, Up / Down / Peers
- Negotiation skills.
- Ability to lead as well as work in a TEAM, Carry People (Push/ Pull) & Excellent Relationships.
- Task Oriented: Proven ability to work under pressure.
- High degree of creativity and self-motivation.
- Self-improvement through learning.
- Focus on Constant Review: Desire to excel by learning and implementing innovative methods.
- Target Driven: Opportunity for High degree of Monetary Benefits and Recognition through better performance by implementing what I have learned.
- Association with an enterprise where Customer satisfaction is the Centripetal force.

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WORK EXPERIENCE

As a Freelancer:

Corporate Trainer & Strategic Consultant: (November 2017 – Till Date)
(February 2016 – November 2016)
(March 2012- May 2015)

As a **Strategic Consultant and Advisor** he had taken many assignments in the Real Estate, Premium Luxury Automobile retail, Hospitality, Food Logistics, Human Capital, Media & Entertainment institute, Social Welfare ventures also supported and advised many Start-ups.

Was keenly involved in establishing **Metropolis Food & Retail Logistics** (June 2012 – January 2013), where he helped them set up the infrastructure, processes, training, operations, strategising tie-ups, promotions and associations to build the brand “**Khana Express**”. Metropolis Food & Retail Logistics was initiated with a passion to build expertise in the business of delivering & marketing food through KhanaExpress.com, an automated and dedicated food home delivery platform for the premium restaurants and eat-outs in Greater Hyderabad for them to get additional revenues. Objective is to provide an enriching experience to customers by delivering food of their choice from restaurants of their choice and eventually making KhanaExpress.com the largest customer centric service organisation that helps its customer in identifying, ordering, delivering and promoting food in Greater Hyderabad and beyond.

Varaprasad had established **Eggs and More** (February 2012 – May 2012), a Retail food chain, within the first 3 months opened Kiosks at Microsoft & Hitachi. E & M was set up with a passion to bring forth great, innovative, nutritious and value-for-money range of food delicacies, to food lovers. *E & M* initially serves egg delicacies like egg-based salads, meals, snacks and desserts that are novel, inexpensive, satisfying and wholesome using state-of-the-art equipment in a hygienic and clean environment.

As a Corporate Trainer, he has travelled widely across India and overseas, training a wide spectrum of participants - both national and international. With a master's Diploma in Training and a passion to pass on what he has learnt & experienced over the years; his aim is to make a difference in the lives of people and organizations. He can gauge the pulse of an organization's training needs and design & deliver impactful 'training'. He has delivered training programs at organizations in the areas of International Research and Development, IT, ITES, Banks, FMCG, Retail, Telecom, Automotive, Manufacturing, Real Estate, Shipping & Logistics, Hospitality, NGO's, Public Sector, Film & Media, Educational Institutions, Recruitment & Staffing organizations to mention a few.

Some of the training programs conducted are Basic and Advance Communication Skills and Presentations Skills, Corporate Etiquette, Goal Setting, Problem Solving and Decision Making, Managerial Development Program, Leadership Development Programs, Customer Care, Team Building & Working in Teams, Performance Management: Skills to Attitude, Basic and Advance Selling Skills, Key Account Management Skills, Time Management, Personality Development to name a few.

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The Strategist:

Chief Consulting Officer: (December 2016 – October 2018)

The Strategist is a Global People Advisory & Research firm which believes 'if HR doesn't make a business impact, it is just a distraction'. Over the years The Strategist has been consolidated as a "GO TO" firm for innovative and cutting-edge solutions. The Strategist excels in New Age People challenges like Gen Y, Social Media, Employee Communication & Branding etc. and is equally at home on some of other challenges ranging from Engagement, Employee Relations, Metrics & Measurements, Performance & Org Effectiveness to name a few.

The Strategist operates in five verticals HR Advisory, Learning & Development, Leadership Development, HRO and Knowledge & Research. It also has an in-house research & publication division.

Principal Accountabilities:

- Responsible for revenue generation and P & L of the Firm.
- Maintaining Relationship, Business Development & Networking
- Responsible for customer retention.
- Project Management
- Develop work plans, assign tasks, and supervise multiple teams.
- Coach and mentor staff in all aspect of their job performance and career development including training, feedback, rewards and disciplinary action.
- Provide the necessary training guidance for all teams.
- Facilitator's recruitment & development.
- Ensure Project Deadlines are met.

Middle Earth HR:

Deputy Director: (June 2015 – January 2016)

Middle Earth HR, world's favorite practical HR Training Organization, with a mission of "Practical joyful learning In People Management..." It is the 7th largest and also Asia's leading Training Organization in the area of HR and People Management for the Corporate Sector providing Exceptional Quality, Global Concepts, Local Best Practices and Practical Approach in the area of Human Resource Management

Principal Accountabilities:

- Facilitate public and in-company training programs.
- Coach and mentor staff in all aspect of their job performance and career development including training, feedback, rewards and disciplinary action.
- Provide the necessary training guidance for all teams.
- Share in knowledge dissemination, reporting, and communications.
- Select, develop, and motivate qualified staff to effectively carry out department functions.
- Facilitator's recruitment & development.
- Franchisee management.
- Structure and lead teams to deliver outstanding client work.
- Build and maintain strong client relationships.

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- Identify best practices and improve internal systems with an eye toward future needs and budget realities.
- Provide leadership, guidance, and direction to staff consistent with company's corporate quality governance.
- Formulate policies, processes & ensure its implementation.
- Develop work plans, assign tasks, and supervise multiple teams.
- Provide organizational and managerial structure that supports the various levels in the organization.

Kaizen SRA Technologies Pvt. Ltd:

Executive Director and Location Head - India: (August 2008- February 2012)

Kaizen SRA Technologies is a subsidiary of Kaizen Technologies Inc. USA, offering **Training, Recruitment Process Outsourcing, Engineering solutions & Software Training and Development.**

Principal Accountabilities:

- Responsible for revenue generation and P & L of the company.
- Maintaining Relationship with Key clients.
- Responsible for customer retention.
- Co-ordinating with various departments within Location & Head Office.
- Responsible for creating policies.
- Building the team and expanding business locations.
- Responsible for Development centre.
- Ensure Project Deadlines are met.
- Responsible for generating business for the Training Division
- Supporting the Engineering services Division

As an Entrepreneur

Managing Partner: (August 2002 – August 2008)

Peoplecare Consulting: October 2004 – August 2008

- **Staffing Services:** Peoplecare started its operations with M/s L&T ECC as their Departmental Staff workforce contractor. The main role of Peoplecare here is to maintain the books and other statutory records on behalf of L&T and disburse salaries as per the standard set procedure.
- **Recruiting Consultants:** Over the years we have gained contacts and experience in identifying right talent, we were approached by various people to meet their specific manpower requirements, which prompted us to service this area of business.
- **Training Consultants:** Organisations approached us to share and train their employees based our experiences and knowledge gained across industries over the years. This prompted us to partner with other experienced trainers across the country to offer a wide range of training solutions to our customers

Surge Sales Corporation: August 2002 - September 2004

(Idea Cellular Corporate Business Associate and Post-paid Business Associate)

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- As an Corporate Business Associate of Idea Cellular, we had to maintain business relationships with the Top 150 listed corporates of Idea Cellular by catering to their ongoing requirements of creating customer specific packages and suggesting better products and services. By providing excellent after sales services to these top corporates, maintaining the relationship on behalf of our principal company was smooth.
- As a Post-paid Business Associate, we had to develop business across all segments in Hyderabad. Our excellent service rendered to our customers enabled us to increase our business mainly through references given by our existing customers and win bulk orders on behalf of our Principal company.

Max New York Life Insurance Company Limited **Sales Manager (September 2001 - August 2002)**

Principal Accountabilities:

- Maintaining Relationship with Key clients.
- Development of Advisors.
- Responsible for revenue generation and meeting sales targets of the Unit.
- Maintaining Relationship with Key clients.
- Responsible for customer retention.
- Co-ordinating with various departments within Location & Home Office for in forcing the policies.

Simphro Software Private Limited- UK **Business Development Manager (Feb 2001 – August 2001)**

Principal Accountabilities:

- Generation of Business in Network Management, System Integration and e-Commerce.
- In-charge of Development centre.
- Maintaining Relationship with Key clients.
- Meeting Project Deadlines
- Professional services contracting.

Pentsoft Technologies Ltd. **Deputy Manager – Channels. (April 2000 – Jan 2001)**

Principal accountabilities:

- Responsible for the sale of products & services through Strong Relationship with direct and indirect channels.
- Training and supporting Channel Partners and their representatives.
- Single Point-of-Contact for Channel partners for all their issues.

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Xerox India Ltd. (formerly Modi Xerox Ltd.) (August 1992 – March 2000)

Named Account Manager (Jan 1999 to March 2000) (Central and State Government Accounts)

Principal accountabilities:

- Generating business in terms of assigned targets from a specific set of Named Accounts.
- Systematic understanding of account dynamics, their business perspectives, organisational policies, business goals, business processes and people position.
- Developing a rapport at key levels in the account especially at the decision making level.
- Provide support and co-ordination assistance to different departments (Service/ Control/ Logistics) to resolve all account related issues. To be a single point of contact for the customers on all issues related to the company.

Was promoted as Named Account Manager from Senior Territory Manager in the year 1999.

Senior Territory Manger XSG (May 1996 – Dec 1999)

Principal accountabilities:

- Maximise sales of Xerox Supplies Group through both Direct and Indirect Channels.
- Be a Single Point of Contact for the channel partners for all their issues. (Training / Credit Matters / Incentives etc).
- Product Development/ Improvements, Sales forecasting, CFA operations and Dealer Management were a few of the key responsibilities apart from coordinating with the vendors in Andhra Pradesh and packaging units.

Was promoted as Senior Territory Manager from Territory Manager in the year 1998.

Senior Customer Engineer (Aug 1992 – April 1996)

Principal accountabilities:

- Responsible for maintaining high levels of satisfaction among the customers by ensuring 100% machine uptime.
- Leading a Team of 4 Customer Engineers.
- Responsible for planning and implementing various Service Blitzes.

Was promoted as Senior Customer Engineer from Customer Engineer in the year 1995. Distinction of being confirmed as Customer Engineer from a trainee within 6 months of joining.

Key Achievements:

- Grandslammer 1997/ 1998 (Rated the most prestigious award in the Xerox community).
- Exceptional Performance Award 1997 within A.P operations.
- Qualified for a Trip to Kathmandu (Quarter 2 1996 top achiever)
- And many more local contests.

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Trainings Undergone

At Xerox Inc.

- Situational Leadership Workshop
- Advanced Selling Skills Program
- Value For Money Program
- Selling Skills Program
- Sales Knowledge Program
- Team Development Skills Program for Self-Managed Work Groups
- Leadership Through Quality
- Customer Relation Skills Program
- Transcendental Meditation

Middle Earth HR

- Recruitment Analyst
- Emotional Intelligence
- Master Trainer Facilitator

Open Workshops

- Attitudinal Seminar
- Landmark Forum and Advance Level from Landmark Education
- Theatre Workshop from Sutradhar
- Shell Retailer Training
- Selling Skills from Dale Carnegie Institute
- Art of Living - Basic Level
- Empower - An Attitudinal Workshop - IITD
- Skills & Livelihoods Development Implementation - NIMSME
- Mind Power Workshop
- Extended DISC
- NLP for Beginners – workshop
- Tai-Chi Easy
- Heal Your Life

Qualifications:

- **Master Diploma In Training (Oct 2012- Feb 2013)**
90 days intensive “**Train The Trainer**” program in designing , structuring and delivering Training programs from **IITD** - Indian Institute of Training & Development, Chennai.
- **4-Year Diploma in Electronics. (1988 - 1992)**
NTTF Electronics Centre. - Bangalore - Autonomous
- **Pre-Degree Course** (1986 - 1988)
Cochin College - Cochin - Mahatma Gandhi University.
- **Schooling** (passed out - 1986)
Chinmaya Vidyalaya - Cochin. Central Board for Secondary Education.

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Personal Information

Date of Birth: 15th June 1971

Languages Known: English, Hindi, Telugu, Malayalam, Tamil, and Kannada

Interests: Photography, Music, Travel, Creative art, Acting, Dance, Cooking, Organising Events and Trips.

Marital Status: Married