

SHYAM RAVINDRAN M.S (Engg)

Managing Director

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City - Chennai



EXPERIENCE

Managing Director

Sonel Instruments India Private Limited 🏢 01/2013 📍 Chennai, India

- Spearheaded the development and execution of long-term business strategies, leading the company to increase in revenue and profitability over 11 years.
- Successfully expanded the company's presence across India by establishing subsidiary offices and sales networks, tapping into new markets and industry verticals.
- Grew and managed a high-performing sales, marketing, and service team across multiple locations, empowering them to exceed sales targets
- Cultivated relationships with key clients in the power and energy sectors, including large public utilities and private conglomerates,
- Oversaw financial operations, securing company growth through effective budget management, financial forecasting, and risk mitigation strategies.
- Ensured the company's adherence to national and international standards, positioning the brand as a trustworthy and reliable player in the electrical testing industry.

Regional Sales Manager

Sonel 🏢 11/2010 - 01/2013 📍 Swidnica, Poland

- Developed the sales network with regional distributors across Indian sub-continent targeting various Industry segments
- Handled customers from all public utility companies like PGCIL, Power Generation, Power Transmission, Power Distribution, BHEL, NTPC, EPC's, and private conglomerates across India
- Received best performance award for 2011 in export department
- Handled tenders and sales requirements from Africa and Indian Sub-continent
- Competitive analysis on the product development and implement the project as per the regional market requirements

Business Analyst

TVS Infotech 🏢 12/2008 - 09/2009 📍 Chennai, India

- Software market research on various market segments for Europe and North America
- Identification of potential business opportunities for IT support in product development using SharePoint, Java, .Net, C, C++, Embedded systems
- Initial requirement discussion with the client and project proposal evaluation
- Prepare the project cost evaluation and handle implementation
- Improve the relationship to identify new business opportunities
- Handled pre-sales proposal submission and complete sales cycles interaction
- Interaction with key decision makers on midsize companies in Europe and North America

EDUCATION

Masters in Electrical Power Engineering

Wroclaw University of Technology 🏢 10/2009 - 09/2011 📍 Poland

- Gpa: (4.5/5.0)

Bachelors in Electrical and Electronics Engineering

Anna University 🏢 08/2004 - 06/2008 📍 India

SUMMARY

I have a strong background in business development and sales, having successfully established and run the subsidiary company of Sonel in India, and identified new opportunities and tactical solutions in the emerging markets. I have also co-founded and operated tweepet.com, an online platform for pet lovers, for a year.

I am a Level 2 Certified Thermographer, with analytical skills and customer relationship management abilities. I am passionate about empowering and motivating my team to achieve the company's vision and values, and to deliver sustainable results in a competitive and dynamic environment.

CERTIFICATION

Level 2 Certified Thermographer

SKILLS

Business development

Team management

Business Negotiations

Strategy and implementation

Sales Leadership

Revenue growth management

LANGUAGES

English Native ●●●●●

Tamil Native ●●●●●

Hindi Advanced ●●●●●