PRATHEEK MURIKI
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CAREER ABSTRACT

- **NMIMS Mumbai** alumnus offering a productive **6 years** of experience in managing a spectrum of **Business Development Strategy and Planning, Client Engagements, Key Account Management, Project Management and Delivery, Customer Experience, Consulting and Solution Elicitation, Pre-sales, Business Analysis, Requirements Analysis, and Team Management** responsibilities; currently spearheading efforts as Manager in CTO's Office with Whishworks Consulting - India.
- Go-getter attitude, self-driven, creative and team player. Technology enthusiast, open for new leanings and challenges.
- Proven knowledge and experience in cloud-based applications like Mulesoft (PaaS Integration Platform) and the ecosystem around it. Experience in driving engagements with clients from Middle East, India, UK and US.
- Tools and technologies: Zoho CRM and Analytics, Mulesoft, SQL, Digital Marketing platforms.

WORK EXPERIENCE

WHISHWORKS	MANAGER - OFFICE OF CTO	Jul 2017 - present

Responsible for driving business development and strategic initiatives under CTO's office

Key Accounts Management and Customer Success:

- Identify **new business opportunities** with existing clients and negotiate renewal and expansion of contracts.
- Discover and understand customer use cases, functional requirements, day2day process/application challenges and map them to MuleSoft Anypoint platform product offerings for **opportunities to scale.**
- Helping customers in their **digital transformation journey** through product **value consultation and demos.**
- Understand client's operating model to enable and **accelerate technology adoption to drive customer success.**
- Extensive focus on customer engagement, customer success management, satisfaction and winning loyalty to drive strong **license renewals and service extensions.**
- Responsible for **managing 4-5 key clients** in terms of:
  - Identifying **customer challenges** and actively suggest better solutions by **consulting** with internal subject matter teams.
  - Account mining and driving revenue through **collaboration and value selling** (license renewals, services and upselling).
  - Weekly cadence calls to discuss **project & resource planning, feedback to improvise deliverable quality** and **future scope.**
  - Own **project goals** and **drive customer success factors** right from strategy, planning, execution to delivery.
- Actively involved in **net new engagements** for **MuleSoft license sales and services proposals** to meet the assigned targets.
- Hold experience in lead qualification and opportunity identification, responding RFPs, running demos/discovery, requirement analysis, PoCs to commercials negotiation and contractual agreement.
- Helped increase the team's contribution to overall revenue from 12% to 20% with revenue contribution standing at **$2.2 Million (Renewals, Net new sales and Services)** for Mulesoft middleware product portfolio.
- Interacting with key decision makers, consultation on available solutions to drive **successful digital transformation.**
- Collaborating with **multiple stakeholders** like delivery heads, technical architects, finance, legal & operations to arrange technical demonstrations, proposal building, project timelines planning and other sales collaterals (SoW, NDA, MSA).
- Strategic collaborations with customers to showcase MuleSoft's expertise in bringing transformations in summits, seminars.
- Pipeline planning, forecasting and tracking **key account metrics.**
- Send **periodic performance reports** with Key Metrics to CXOs. Giving internal presentations to CXOs reviewing overall business insights, key issues, highs and lows of the team.
- Conduct weekly **ideation meeting** to discuss and share strategies, ideas to win new business, discuss up-sell opportunities and to bring back cold customers using STRAP strategies.
- **Managing inside sales team** if size 3 in terms of driving relevant campaigns, identifying the right leads, drafting industry, geography, role-specific campaigning strategies, collaborating with Marketing team for leads.
- Experience in using **CRM tools** and research tools like Zoho, Pipedrive, Hoovers, ZoomInfo, Sales Navigator etc.

Strategic Support to CTO:

- Support CTO in delivery of strategy-related engagements with a focus in areas of **business strategy formulation and planning, sales pipeline analysis and revenue forecasting, business case development, primary and secondary research.**
- Created **trackers, dashboards** for CXOs to have a visibility of sales pipeline, project margins, employee utilization etc.
- Helped in **expanding business in the US** in terms of setting up office space, understanding Visa, legal and government compliances & policies and helped in hiring people to run operations.
- Introduced efficient management reporting practices to establish governance across business lines by identifying pain points.
- Prepare collaterals, forecasting reports, presentations for the Office of CTO.

Achievements	Been part of the team which helped being recognized as **'Best Employer Brand 2018'** by winning the award for the category 'Continuous Innovation in HR Strategy' - World HRD Congress'18 in Mumbai

HIGHRADIUS	SOLUTION PRINCIPAL	7 months (Dec'16 – Jul'17)

B2B Sales:

- **Demonstration** of financial automation products to Business Divisions of Fortune 1000 companies to CXO/VP/Directors.
- **Requirement Elicitation and Customer Qualification** via a Systematic Analysis of Customer Business.
- Develop a detailed Cost Benefit ROI Model, Business Case, benchmarking techniques to **create Value-Based Selling**.
- Develop a strategic plan to take on the competition and take deals to **successful closure.**
- Handling 5-6 clients at any time driving them through sales life cycle right from initial discovery and sizing analysis, customer needs analysis, product and ROI demos, commercial qualification, market research reports, competitor analysis, pricing **negotiations and final closure.**
- Responsible for **net new sales** of Credit-to-Cash financial products to the **US clients.**
- **Multi-stakeholder collaboration** between product, consulting and top-management teams to drive new business development activities and product sales.

MINDTREE	SENIOR ASSOCIATE	19 months (May'15 – Dec'16)

Presales Consultant (Digital Space):

- Manage diverse matrix teams across geographies in driving customer engagement cycle from lead to operations.
- End to end ownership covering **Reactive responses (RFP, RFI)** by collaborating between various teams like SMEs, Sales and Product Management.
- Interfacing with internal & external groups to **design best-fit solution/proof of concept (PoC)** in Digital Space and demonstration of solution by clarifying all the business-related questions by the client.
- Responding to internal requests by top management by **providing information** which helps them taking a business decision.
- **Customer presentations, Transition, Commercials and program management**.
- Effective **knowledge management and knowledge sharing practices** with hands-on experience in supervising preparation, issuance, and delivery of sales materials and documentation.

Digital Consultant for Agile Projects:

- Acted as **techno-functional consultant** in content management, **digital marketing** (SEO, SEM, Analytics, Page Optimization) for agile project in FMCG space by enabling continuous engagement with the client.
- **Product Management activities** like requirement elicitation, estimation, scripting of user stories, epics, managing backlogs, handling scrum calls and precise documentation (BRDs, workflows, product documentations etc).
- To ensure all the **customer requirements** are met and walking clients through **solution demonstration** at end of sprint.

Achievements	**A-Team Recognition** - displaying exemplary team spirit and excellent job for making the project a success
	Hats Off & Strategic Thinking Award for achieving extraordinary results and expertness in client engagements

INFOSYS	SYSTEMS ENGINEER	22 months (Aug 2010 – Jun 2012)

- Developed BOs for the client, on SAP BO designer, by directly networking with the onsite team.
- Worked on .Net & SQL based application called VOICE as part of the maintenance team.
- Individually worked on development and testing of Lotus Domino based application called 'eWorks'.

Achievements	Received Value Champion Award for contribution towards social activities

EDUCATION

Qualification	Institute	Board / University	Year	% / CGPA
MBA	SBM, NMIMS, Mumbai	NMIMS	2015	2.84/4
BE (ECE)	Vasavi College of Engineering, Hyd	Osmania University	2010	82.99%
XII	Gowtham Junior College, Vijayawada	AP State Board	2006	93.40%
X	Vidya Niketan, Siddipet	AP State Board	2004	87.83%

CERTIFICATIONS & EXTRACURRICULAR ACTIVITIES

Certifications	- Certified on Basics of Python (Pandas, NumPy, SciPy), R, Hadoop Architecture, Statistical Analysis of Data (EDA, Predictive Analytics, Forecasting) by Analytics Path. - Google certified on Online advertising - Search & Mobile, AdWords. - Advanced Digital Marketing certification by Edureka.
Position of Responsibility	- **Joint secretary** of an NGO called ITMD-It's Time to Make a Difference - 2011-12. - **Convener for Acumen**, annual inter-college technical fest during graduation – 2010. - One of the founding members of **Entrepreneurship** cell, SWAYAM, during graduation.
Achievements	- **Winner** of Saahasik, national-level BPlan Competition, School of Commerce, NMIMS'14. - **Runners** Up of Slumdog Entrepreneur, national-level BPlan competition, SP Jain'14. - **Finalist** of Last Man Standing, as part of the business festival Transcend, SIBM Pune'14.