



# Dr. Kunal R Joshi

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I come with 20 years of Corporate and Business experience. I am a teacher at heart and a passionate academician by nature. I wish to mentor the new batch of students and prepare them for the corporate environment.



## PROFILE SUMMARY

- ▶ **Sales & Marketing Professional** with nearly 20 years of extensive experience in the field of IT Sales, Managed Services, Consultancy & Advisory, Business Development, P&L Management, B2B, Consultative Sales, Pipeline & Account Management, Relationship Management, Presales, Revenue Generation, Training & Development and People Management
- ▶ **P&L Driver & Revenue Accelerator:** Drove the operations for the organization, employed a pragmatic approach and catapulted the profits
- ▶ **Leader & Organizational Change Agent,** delivering business results focused on improving business processes to improve reliability, increase simplicity, and enable scalable growth
- ▶ **Possess go-to-market expertise with excellence in devising brand building & positioning strategy,** developing brand identity, rolling out innovative campaigns
- ▶ **Led the development of digital sales collateral for all digital components** on all deals along with Business Solutions
- ▶ **Built Alliance with local market partners to develop programs** that fostered world-class sales management behaviour, development and best practices
- ▶ **Collaborated with Internal Brand Teams, Marketing Solutions and Digital Sales Managers** to develop creative solutions and integrated sales programs for clients
- ▶ **Provided Sales Teams a framework and environment conducive to seamless integration of IT** and advanced products and services
- ▶ **Proven success in ideation, formation, execution and monitoring for all the marketing initiatives** for brand salience & business development
- ▶ **Strategic thinker with a strong hands-on disposition of successfully translating marketing strategies into tactics,** leveraging events, tele route, digital channels, and in-direct partner ecosystem
- ▶ **Expertise at developing robust distribution network, infrastructure and channel network;** developed and managed new territories to increase the sales and brand presence
- ▶ **Team-based management style** coupled with the zeal to drive visions into reality; an effective leader with excellent motivational skills to sustain growth momentum while motivating peak performances
- ▶ Known for **augmenting growth, generating new business and devising & executing business plans** by leveraging comprehensive understanding of the dynamics of the industry
- ▶ **Successfully deployed innovative marketing campaigns;** led the complete implementation from ideation to execution
- ▶ **An effective communicator with strong relationship management skills** with the capability to relate to people at any level of business and management; possess excellent analytical and negotiation skills



## CORE COMPETENCIES AND EDUCATION

- ▶ Sales Strategy & Funnel management
- ▶ Key Account Management
- ▶ Revenue Maximization
- ▶ Integrated Account Planning
- ▶ Solution Design & Consulting
- ▶ Go-to-Market Strategy
- ▶ Client Success management
- ▶ Research design and execution.
- ▶ Profitability Management

Educational Qualification			
Qualification	Board / University	Graduation year	Percentage
SSLC (10th)	Karnataka State Board	1997	93%
PUC (12th)	Karnataka State Board	1999	84%
B.E (IS&E)	Visvesvaraya Technological university	2003	71%
PGDBA (Marketing)	SDM-IMD Mysore	2006	66%
Ph.D (Management Science)	Mysore University	2024	

## WORK EXPERIENCE

### Since Jan'25 with PSR Tech hub as Branch Head - Bangalore

I am currently working as Head of Branch and Karnataka Geography for sales and Revenue management for PSR Tech hub. My assignment includes:

- ▶ Providing Branch Leadership and managing Branch P&L
- ▶ To manage the Branch people, process and revenue.
- ▶ Lead a team of 10 people and work on areas like Cybersecurity, Networking, Compute, Storage, Collaboration solutions.

### Since Feb'23 with ESPL as Customer Success Manager – South India.

#### Key Result Areas:

- ▶ Worked as Customer success head for South India for Managed services practice.
- ▶ Coordinated and Managed Account management team of 5 people for promoting managed services business for Cloud and Infrastructure for South India.
- ▶ Achieved 45% average CAGR growth for the practice

### Since Aug '22 to Feb'23 with Kaseya Software as Inside Sales Leader

#### Key Result Areas:

- ▶ Worked as Inside sales leader for their email protection and Cybersecurity practice
- ▶ Manage team of 4 inside sales representatives for North America Customer NCA process.

### Since Aug '21 to Aug '22 with Frontier business Systems as Services head and BFSI south manager

#### Key Result Area:

- ▶ Managed Services and renewal team of 16 people across the company for South India.
- ▶ Managed renewals, new services sales, AMC, and Software sales.
- ▶ Managed Large BFSI clients like Canara bank, Karnataka bank, Indian bank for their new contracts and renewals.
- ▶ Enhanced the revenue by upselling and winning renewals by 18% CAGR.

### Dec'19-Aug'21 Various Clients – Ed Tech, Collaboration services

#### Key Result Areas:

- ▶ Worked as Consultant and provided Growth strategy to Ed Tech client and a Collaboration CCAAS provider.
- ▶ Helped these clients for New customer acquisition and coached their sales teams for Sales and account management.

### Aug'12-Nov'19 with Vimeo (Former Name – Livestream), Bengaluru as Sales Head – PAN India

#### Key Result Areas:

- ▶ Expanded business in the assign territories and consistently improving profitability of the company; identified new streams for long-term revenue growth
- ▶ Designed successful business expansion strategies using customer & market feedback
- ▶ Established alliances/tie-ups with key players, resulting in deeper market penetration and reach
- ▶ Formulated business goals, short-term and long-term budgets and developed business plans for its accomplishment
- ▶ Acquired, and grew enterprise accounts like – Microsoft, Volkswagen, GE, Unilever, Sundaram Group, Intuit, Manipal.
- ▶ Aggressively promoted SAAS platform and secure cloud streaming solutions to enterprise clients.
- ▶ Channel management:
  - Channel partnership for reselling livestream hardware in India
  - Service alliance for reselling Livestream webcast services
  - Generating leads through inside sales teams and guiding sales closures
- ▶ Achieved average 27% CAGR YOY.



## PREVIOUS EXPERIENCE

Aug'11-Aug'12 with NTT (Arkadin), Bengaluru as Senior Manager – Business Development

Jul'08-Jun'11 with Intercall/Reliance Communications, Bengaluru as Manager Product (BD) / Sales Manager

Apr'06-Mar'08 with Harita TVS Technology, Bengaluru as Business Development Manager



## TEACHING EXPERIENCE

I have given guest lectures at Jain Institute, Dayanand Sagar business school, Janatha Education society.



## CERTIFICATIONS

- ▶ VM Ware, Nutanix, Red Hat, Cohesity
- ▶ MDP – IIM Kozhikode
- ▶ Cyber Security Basics, I
- ▶ ISO 27001 Fundamentals.



## PAPER PUBLICATIONS

- ▶ Joshi, K. R., & Anand, D. -. RELATIONSHIP ORIENTATION OF B2B SALES THAT ENABLES RECIPROCATION IN ENGAGEMENT. Stochastic Modeling.
- ▶ Saha, S., & Joshi, K. (2024). VENDOR'S CAPABILITY: A WAY FOR WINNING THE CONTRACT IN A B2B RELATIONSHIP. Journal of Commerce & Accounting Research, 13(1).
- ▶ Joshi, K. R., & Anand, D. RELEVANCE OF SOCIAL EXCHANGE THEORY IN B2B SITUATION.
- ▶ Joshi K.R. – EMERGENCE OF PROCESS FACTORS FOR WINNING BUSINESS DEALS AMINDST EXTERNAL DEBATE ON PERSONAL RELATION SHIPS VS SUPPLIER CAPABILITY FOR WINNING CLIENT CONTRACTS.
- ▶ Saha. S & Joshi, K – LARGE VENDOR's CAPABILITY AND RELATIONSHIP MANAGEMENT: AN IDEA OF WINNING CONTRACT MECHANISM IN B2B.
- ▶ Joshi, K, R – PREVAILING CHALLENGES FACED BY CLIENTS IN MANAGING SAAS/SOFTWARE LICENSES SUBCRIBTION, RENEWAL AND SUPPORT IN B2B.



## PERSONAL DETAILS

**Date of Birth:** 3<sup>rd</sup> June 1981  
**Languages Known:** English, Hindi, Kannada and Gujarati  
**Address:** G407, Platinum City, No. 2, HMT Road, Yeswantpur – 560022, Karnataka