

Ketharaman Swaminathan

Founder & CEO of GTM360

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Summary

With a B.Tech from IIT Bombay and a Master's in Marketing Management from Jamnalal Bajaj Bombay, S. Ketharaman possesses a unique combination of software products and services experience.

S. Ketharaman's professional career of close to 25 years comprises roles in sales, marketing, delivery and program management across a wide range of markets like India, USA, UK, Germany, Switzerland, Singapore, Malaysia, Thailand and Middle East. Apart from solid experience in SAP, Oracle, PeopleSoft and Ramco ERPs, S. Ketharaman has strong expertise in banking and payments solutions like Internet Banking, Trade Finance, Payment Hubs, Cards, EBPP and Remittance. The hardware and networking experience he acquired earlier in his career helps S. Ketharaman appreciate the entire ecosystem in the context of which a set of software applications deliver business results. He was able to gain early exposure to solution selling and negotiation techniques during the first two years of his career in the engineering industry.

Over the years, S. Ketharaman has developed frameworks and models in areas like marketability, differentiators, price forecasting and usage-based service delivery. He has also authored many articles on business development, Web 2.0, software usability, ROI of ERP and ERP customization, and has served as media spokesperson for one of his employers. He also runs a blog called TalkOfManyThings.com, where he writes on a variety of topics including sales and marketing, technology, globalization, business culture, and gadgets and gizmos.

After working for close to 25 years in various companies like Fujitsu, Oracle, Ramco, Thermax and Wipro, S. Ketharaman turned into an entrepreneur and founded GTM360, a B2B technology marketing company. GTM360 offers all-round go to market solutions for the high-tech industry. He is based out of Pune, India. For more information, please visit www.sketharaman.com or email info@sketharaman.com.

Specialties

Sales, Marketing, Program Management, Delivery Management, General Management. Strong focus on revenues, profitability and go-to-market strategies.

Experience

Founder & CEO at GTM360 Private Limited

April 2009 - Present (1 month)

GTM360 is a B2B technology marketing firm that offers all-round go to market solutions to enable high-tech companies maximize value from their ideas, products and capabilities. More details of GTM360's offerings for various target markets and customer success stories can be found on www.gtm360.com.

As Founder and CEO, S. Ketharaman provides overall direction and leadership toward setting and achievement of GTM360's goals and objectives.

Head of Global Business Development - Banking & Payments at Oracle / i-flex

August 2008 - April 2009 (9 months)

In this position, S. Ketharaman set up the go to market function for the banking and payments verticals of the company's services business.

Responsibilities covered planning and executing the entire business development cycle from conceptualizing offerings through to taking these offerings to market. Activities included offering development, collateral creation, lead generation, evangelizing the analyst community, forging third-party alliances and partnerships, and managing business development activities with Oracle Corporation.

Undeterred by the financial market slowdown prevalent during this period, S. Ketharaman succeeded in growing the sales pipeline by creating sharply-defined offerings and campaigning them aggressively into newer markets.

Program Director - Payments Business at i-flex solutions (London, UK)

February 2007 - July 2008 (1 year 6 months)

Based out of London, UK, was responsible for i-flex's payments business with a Top 5 UK-based global bank. This comprised, among others, the largest single project for i-flex's services business. With the ultimate goal of setting up a global payment utility, this project involved enhancement, implementation and systems integration of a suite of i-flex and third-party products in the payments space.

This role encompassed consortium leadership, delivery through the delivery organization, business development via the sales force, as well as strategic consulting. Apart from formulating governance processes and leading a consortium of companies that includes i-flex and two other global leaders, this role involved working closely with the top management of a Top 25 global bank (which is also one of UK's Top 5 banks).

Senior Manager - Retail Payments & Application Security at i-flex solutions (Pune, INDIA)

September 2004 - January 2007 (2 years 5 months)

Responsible for running the "Retail Payments & Application Security" line of business as a profit center. Offerings spanned products and services in Payment Cards, EBPP, EIPP, Remittances,

Authentication, Single Sign On, Vulnerability & Threat Management and Enterprise Risk Management. Apart from supervising multiple program managers managing individual projects, was responsible for maximizing revenues from existing customers through relationship managers and for acquiring new customers via the sales organization.

Head – Manufacturing Vertical and Practice Head – SAP & PeopleSoft at Zensar Technologies (Pune, INDIA)

May 2003 - August 2004 (1 year 4 months)

Was responsible for the P&Ls of the Manufacturing Vertical and of the SAP and PeopleSoft Practices. Activities included creating competence, developing marketable offerings, generating demand, appointing buy-side and sell-side partners, helping drive revenues and owning delivery. Had created a very innovative go-to-market model that resulted in acquisition of new FORTUNE 500 customers.

Managing Director & Country Manager - DACH Region at Zensar Technologies GmbH (Frankfurt, GERMANY)

May 2002 - April 2003 (1 year)

Was responsible for the setup and operations of the company in the German-speaking part of Europe comprising of Germany, Austria and Switzerland. Activities included incorporation of the German subsidiary, team building, business development and identifying a local software company for acquisition. Supervised functions include partner management, onsite delivery and outsourced finance and accounting.

Country Manager - Germany at Ramco Systems (Frankfurt, GERMANY)

September 2000 - April 2002 (1 year 8 months)

Was responsible for achieving the company's revenue and profit budgets in Germany. Supervised functions included sales, presales, onsite and offshore implementation. This assignment involved activities like (i) setting up the company in Germany from the ground-up, including interactions with consultants and government authorities (ii) customer acquisition and business development (iii) identification and signing up of business partners (iv) building the team, which included a mix of German and Indian national employees.

Marketing Manager – Asia Operations at Ramco Systems (Chennai, INDIA)

January 1999 - August 2000 (1 year 8 months)

Was responsible for creating and managing the marketing function of the Asia Operations territory, which included India, Malaysia, Singapore, Thailand and the neighboring countries. Also took on additional responsibility for business development from new territories (for example, East Africa & Middle East) and new business lines (such as e-business solutions). Key functions included product management, pricing, sales promotion, direct marketing, events, advertising, media relations, alliances and interaction with industry analysts.

Business Manager at Ramco Systems (Chennai, INDIA)

July 1996 - December 1998 (2 years 6 months)

The Business Manager was the Regional Head for the Chennai Regional Office, which covered Tamilnadu, Kerala and Eastern India. Was responsible for achieving the business targets of the region and running the regional office as a profit center. Performed through a team of sales and delivery personnel, key activities included (i) setting order booking, billing and payment collection targets for individual sales persons (ii) ensuring that every sales person achieves both quantitative and qualitative targets (iii) administering Ramco Quality System in the regional office (iv) office administration; and also overseeing of (v) implementation and (vi) post-implementation support activities.

Marketing Executive at Mohsin Haider Darwish LLC (Muscat, OMAN)

November 1991 - June 1996 (4 years 8 months)

As Marketing Executive - Computers, key responsibility was to manage the computer business as an independent profit center of MHD. The Computer Division was involved in the sales and service of a range of products including AT&T (USA) Servers and PCs, 3COM (USA) Networking products, Microsoft (USA) and Novell (USA) software.

1 recommendation available upon request

Territory Manager at Wipro Infotech (Bombay, INDIA)

December 1988 - November 1991 (3 years)

Was responsible for developing and managing a group of Named National Accounts in the Banking & Financial Services vertical, with the objective of maximizing sales and market shares at optimum levels of profitability. Product range included Micro, Mini and Super Mini Computers, Technical Workstations and Mainframes. As a part of territory management, direct responsibilities included Sales, Profit Generation, Customer Satisfaction, New Business Development and Receivable Management.

Territory Manager at Wipro

1988 - 1991 (3 years)

Marketing Executive at Uptron (Bombay, INDIA)

March 1987 - November 1988 (1 year 9 months)

Responsible for sales of a range of Micro- and Mini-Computers in the Western Region of India. Direct responsibilities included achievement of sales target, collection of receivable, and ensuring customer satisfaction. Have actively contributed to the process of identification, selection and appointment of dealers for the sales of micro-computers.

Sales Engineer at Thermax (Bombay, INDIA)

July 1985 - February 1987 (1 year 8 months)

Responsible for the sales of a range of air-pollution control equipment, mainly to cement, steel and power sectors in the Western Region of India. Responsibilities included market creation, proposal making, techno-commercial negotiations, order finalization and contract preparation.

Education

Jamnalal Bajaj

MBA, Marketing Management, July 1988 - May 1991

IIT Bombay

B. Tech, Chemical Engineering, July 1980 - May 1985

Interests

Reading, Music, Squash.

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1 person has recommended Ketharaman

"Ketha, was a real pleasure to work with, while we were both at MHD. He was consistently outstanding, smart and brought new vigor/focus to the team. I could always count on him to deliver on his goals and to take the lead and pick up the slack of his colleagues. His work ethic is beyond reproach/an example to others. He would be a valuable asset to any team. We remain in touch."

— **Jude DSouza**, *General Manager -Computers, Office Automation & Telecommunications Division, Mohsin Haider Darwish LLC*, managed Ketharaman at Mohsin Haider Darwish LLC

[Contact Ketharaman on LinkedIn](#)