**Aviral Sharma**

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# CAREER OBJECTIVE

**To be a part of team with ample scope for realization of organizational goals by putting in my best efforts. Looking for a challenging opportunity in the field of Procurement & Sourcing, Pricing, Tendering, Commercials.**

# PROFILE SUMMARY

**Rich corporate exposure through 17 years of work experience in Commercial profile of E2E Commercial management, Vendor Neotiation, Contract enforcement, Financial view, Services Pricing, SAAS deals, Renewals, Commercial Strategy, RFPs/RFIs, tender management, Sourcing etc. Extensive cross functional experience. Experience working in a large, global, highly matrixed organization.**

# SKILLS

**Commercial management, Tendering, vendor management, contract renewals Team Management, Contract Management, RFP/RFQ/RFI handling, Pricing formulation, Budgetary Offer, Risk Analysis, Project cost analysis, Benchmarking, CPQ, Services costing and Pricing, Ability to work under pressure, Strong experience in Deal Management, Sales & Commercial Finance**

# PROFESSIONAL SUMMARY

**Nokia Solutions & Networks (Oct 2023-Till date)** 

**Position: Central COE Pricing & commercials**

* Working in Central COE function for managing the vendor pricing, contracts and renewals.
* Responsible for Pricing high value bids (std and non-std) and renewal deals applying Commercial tactics and strategy.
* Work with sales, operations, and finance teams to ensure profitable pricing.
* Prepare and present pricing proposals for clients.
* Understanding of commercial and technological developments in the industry.
* Provides knowledge and insights useful in the development of future business / commercial models.
* Recommends appropriate commercial strategies to the market teams based on global benchmarking, life-time value of the product, customer, market and competition.
* Collaborates with Sales, Customer Success Managers, Legal, and Finance teams to ensure customer requirements are met and to provide a seamless customer experience and achieve renewal, uplift, retention, and expansion revenue targets, and to ensure successful timely renewals of Care and SaaS deals.
* Supports commercial management process definition and contributes actively to its application.
* Manages L2D process (License to Deal approval process) commitments for any request deviating from approved products and services portfolio, approved roadmaps, approved releases and support policy and terms and conditions.
* Collaborates closely and supports Customer Facing Account Managers to enable offer submission or escalation to next approval levels.
* Prepare key risks, commercial, and contractual topics.
* Defines and monitors key commercial KPIs of a deal throughout its lifecycle.
* Proposes mitigation for value leakage and up-sell deviation observed between deal approval and contract in force.
* Drives actions to improve margins and minimize price erosion.
* Supports design and implementation of new analytics processes and automation.

**Avaya India Pvt. Ltd. (Feb 2021 – April 2023) **

**Position: Price Analytics Manager (Team Lead)**

* Leading and managing the commercial management team.
* Manages and enhances revenue optimization and profit maximization models for Global pricing and discounting using a broad array of analytical and segmentation techniques.
* Manages the analysis and interpretation of segment level, country level, offer level, customer level, and channel level win/loss, revenue, and profit and price elasticity for management decision making.
* Managing Deals desk/Deal structuring team, Strategic Deal Management with excellence in operational capability planning and execution.
* Working on the renewal part of Contact center deals.
* Coordinate with internal resources and third party for the execution of deal design, build and deployment.
* Structuring Capex, Opex (Subscription, Cloud and Managed Services) deals.
* Maintain recommended prices for all Products/ Services based on market conditions and customer segments
* Secure new Products/ Services/ Software and Offers introduction in the region, ensuring pricing guidelines are respected
* Local pricing catalogue
* Own Salesforce CPQ and Approval Workflow Tool for the Region
* Ensure implementation and adoption of Salesforce CPQ and approval workflow
* Develops databases and reports that allow for the provision of timely and actionable pricing information for upper management.
* Manages the testing and measure effectiveness for various pricing tactics for different channels, segments, and services.
* Collaborate closely with the Marketing department for benchmarking of pricing data.
* Collaborate with Marketing department to define product pricing plan·
* Deep understanding of tendering as well as medium and large size multi-year deals, Price, Quote etc.
* Proficiency of business processes related to Pricing and Sales Operations.
* Deep experience in multiple deal capabilities such as: product modelling, configuration, guided configuration & selling, pricing/discounting, workflow approvals, quoting, contracts / subscriptions / renewals, quote to order conversion.
* works with sales, legal, services, marketing, product management teams in Avaya and comfortable presenting to senior leadership at deal reviews.
* Covers the Deals Desk team globally across time zones as and when required.
* Continuously develop recommendations and implement initiatives that improve product P&L.

**Atos Global IT Services Pvt. Ltd. (May 2017 – Feb 2021) **

**Position: Senior Consultant Pricing (Team Lead)**

* Global ownership & support of multiple pricing and negotiation activities across the globe.
* Owns the price revisions, 3rd party negotiation and price exception management for Atos.
* Interaction with Internal stakeholders (Legal team, Taxation team, Treasury team, Sales team, Delivery team, Solutions team etc.), Finance leadership, Business leadership, Customers, Major IT consultants etc.
* Manages and drives the team in applying best practices.
* Involved in developing, modifying, and executing company policies for vendors which affect immediate operations
* Understanding of Global and Indian Market.
* Working on the Product and services costing, Margin approvals w.r.t. the solution required in the RFP.
* Working on the various BUs of Services i.e.; Development, Implementation, Maintenance.
* Creation of Pricing Templates and TCOs.
* Ensure negotiations & multiple quotations from vendors to ensure best rates
* Preparing Budgets & timely closure on contracts and agreements
* Review the contract management part along with team to be in line with program and pricing policy.
* Identifies pricing strategy to drive positive cash flow, higher sales values and volumes, conversion rates and higher margin rates.
* Analyse commercial models to assess commercial, operational and legal risks, and perform what-if analysis of the possible scenarios along with possible mitigation.
* Build and manage relationships with the vendors and 3rd parties.
* Exhibits good negotiation, presentation skills & maintain excellent relations to ensure continuance & enhancement of business.
* Create and ensure compliance of Organizations guideline for pricing decision
* Facilitate deal reviews and approvals by Sales and Finance by managing the communication and structuring of non-standard business opportunities.
* Lead and direct pricing strategy formulation and take necessary pricing actions to enhance profitability, ensuring integrity and accuracy in all pricing matters.
* Understanding of the customer's business requirements that is provided in the RFP and basic understanding of technical requirements
* Validation of Price/Provision and Margin approvals.
* Responsible for the design of the Estimation Model based on Customer’s Requirements (Pricing Sheet), internal benchmarks and Industry benchmarks.
* Pricing of various contracts/Bidding in coordination with respective regional Account manager.
* Assist in commercial due diligence and other specialist advisory engagements, business analytics

Client and business overview analysis.

* Ability to conduct profitability calculations in form of TCO, Business Case, ROI
* Good Presentation skills
* Knowledge and interrelations: e.g. context, strategy, compliance, targets, processes, rules, decision-makers, etc
* Understands target costing
* Expertise in HW, SW and services pricing

**Ericsson Global India Ltd. (Oct 2013 – May 2017) **

**Position: Commercial Manager**

* Certified Price Manager by Ericsson Sales Excellence Academy
* Worked on HW, SW and Services Pricing.
* Price realization analytics, price waterfall analytics, and ad-hoc price and margin requests, analytics on the channel partners, develop segmentation, and develop pricing and rebate strategies to reward profitable and growing partners.
* Worked on Smart Tendering during bids.
* Demonstrated experience closing commercial business contracts and with contracting related processes
* Extensive knowledge of the different Service Business Units.
* Worked on Day to day Operative and Dynamic Pricing requests.
* Coordinate with Global Pricing, costing team and account team to fulfil pricing operations and strategy execution, and act point of contact for pricing related tasks.
* Responding to daily operational Pricing tasks, updating list prices etc.
* Responsible to create region specific cost benchmark data for review purposes.
* Responsible for the Services pricing of Africa Region for Leading Telco Operators.
* Associated with accounts of Middle East customers and Orange Telecom (France) globally.
* Interfaces with Regional Service Solution Manager (RSSM), Service Product Managers, Account Managers, Contract and Legal Managers.
* Identify commercial risk involved in the bid/RFP.
* End to End co-ordination & Interlock with Commercial Contracts team to ensure negotiated deals are properly contracted.
* Maintain and update regularly pricing history database.
* End-to-end ownership of Bid Pursuits comprising RFP / RFI / RFQ responses and / or proactive proposals
* Drove pricing activities during tenders, ensuring they are aligned with business objectives, strategies, and profitability requirements, taking into account global & local guidelines, pricing strategies, local market conditions, and market value based pricing.
* Obtaining quotes and carrying out negotiations with various vendors.
* Managed and controlled unitary prices levels and models throughout the sales process. Secure that price and commercial T&C are mutually adjusted during tender preparation and remain in line with the global & local guidelines, pricing strategies, and market conditions.
* Worked with Support Function SMEs (Legal, Tax, Finance, HR, Immigration/Mobility etc) to address the related requirements in the proposal response
* Participation and execution of Sales and Marketing meetings with the customers
* Lead the proposal preparation in consultation with the Business Unit, Finance and Contract Teams.
* Execution of Online and offline Tender submissions
* Good understanding of bid management processes
* Coordination with the entire team and guiding them towards the right strategy
* Conduct progress and management reviews, ensuring a high standard of proposal quality.
* Suggest the customer pricing strategy taking into account factors such as customer history, existing price levels, and size of the network, gross margin, business/competitor analysis, and Terms & Conditions. The pricing strategy covers recommendation on application of discounts, vouchers and/or incentives, commercial packaging and profit level.
* Performing and validating profitability analysis where appropriate and submit it to the related parties and business management for profitability decisions & approval before the delivery of the proposal.
* Influencing solution decision based on pricing and cash-flow perspective.
* Ensuring that commercial risks are captured with mitigation plan and related costs in risk assessment.
* Creation & maintenance of customer price lists.
* Track and report offered and contracted prices, incentives and terms & conditions for Ericsson & competitors.
* Analysing and benchmarking contracted/offered prices among customers. Performing business analysis to map winning strategies for existing & new business opportunities.
* Support sales force in customer negotiations.
* Reviewing 3rd Party vendor Price quotes and adjustment of margins as per requirement.

**Nokia Siemens Networks Pvt. Ltd. (March 2008 – Oct 2013) **

**Position: Commercial Pricing Specialist**

* Worked on Global RFPs
* Price Quote preparation in a timely manner, applying techno-commercial knowledge
* Worked on negotiating with 3rd party products wither on project basis or a green field solution.
* Defining GR with technical teams for the procurement.
* Participation in bid kick-offs, delivers offer guidelines, captures pricing challenges, coordinates with Solution teams for timely deliverables.
* Ability in managing end to end Sourcing process including preparation, issuance and management of RFQ/ RFP as per requirements along with user teams. Engage with internal user teams for understanding requirements of new projects / Operations requirements & deals.
* Hands-on experience in managing bids and proposals independently
* Negotiate with external vendors to secure advantageous terms
* Understand and translates customers pricing strategy, business models and overall business case to best fit offer having coordination with solution teams.
* Identify areas for bid process improvements and work closely with the relevant stakeholders for implementation of the recommendations
* Develop procurement specifications by coordinating and collating requirements.
* Reviewing third party costs and prices and aligning them with NSN’s strategy.
* Provide updates and ensures the correct usage of Prices, pricing rules, global formats, guidelines, processes, NSN pricing tool, templates to solution teams from Global Pricing Group.
* Assist technical teams to provide commercially correct and cost effective solution based on customer requirement. (I.e. Pain points, price challenges, listens customer’s needs).
* Responsible for updating & managing pricing databases & pricing tools.
* Propose/Develop customer specific business cases/scenarios with solution teams and quantify financial value of NSN solutions to CT’s and regions.
* Supported documentation needed to support the pricing/commercial business cases.
* Maintained bid price register and regularly updates management with timely reports on delivered cases and their feedback from region.

**Respo Products (Sep 2007-Feb2008) **

**Position: Engineer (Tenders and Purchase)**

* Worked on Govt. Tenders for Oil & Gas Sensors and Microcontrollers.
* Preparing Marketing slides and info for the customers.
* Execution of Offline Government Tenders.
* Negotiate with Supplier for prices, quantity of supply, delivery schedule including contingencies for changed order.
* Maintenance and Managed Services pricing/offer background
* AMC Designing for clients like Reliance Industries Ltd, Indraprastha Gas Ltd, India Glycol Industries Ltd. and many more.
* Cost reduction Programme.
* Marinating supply chain of the products at customer premises.
* Responsible for Purchase requisition received with samples.
* Search for new vendors time to time as per the requirement
* Raw material (Trims & Accessories) & General purchase

# ACADEMIC QUALIFICATION

* MBA in Finance (2010-2012) from SHIATS (Deemed University) with 78.7 %.
* Bachelor of Engineering in Electronics & Instrumentation Engineering from Institute of Engineering & Technology (Agra University), Agra (2003-2007) with 73.77%.

# DECLARATION

I hereby confirm that all the above-mentioned information is correct to the best of my knowledge.

**I demonstrate a high degree of flexibility to adjust to any unfamiliar situation and can adapt myself to any work environment and culture.**

**Aviral Sharma**