



VINOD SIVARAMAN

Head Of Sales - B2B Solutions

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SUMMARY

My mission is to leverage my expertise in B2B solution sales and 'System Integration' business to create value for my customers, partners, and the organization.

20+ Years of Experience with Global MNCs handled product launches, channel & vertical business development and customer services.

BUSINESS VERTICAL

- HOSPITALITY
- CORPORATE
- EDUCATION
- RETAIL

SOLUTIONS EXPERTISE

- Interactive Digital Boards
- Digital Signage & Commercial Displays
- Direct View LED Indoor & Outdoor Displays
- Content Management - CMS
- Hotel TV & Hospitality IPTV
- Guest Room Automation & Smart Home Solutions
- Smart & Green Built-In Home Appliances
- Energy Saving LED & Plasma Lighting Solutions.
- Solar Energy - PV Systems
- Digital Imaging solutions Consumer and Professional

WORK EXPERIENCE

Hisense Middle East, Dubai/ 2021-2023

Head of Commercial Display

Owning the P&L responsibility of Commercial Display Business

- B2B Sales Strategy Planning & Implementation
- Building Sales Teams to Optimize Market Coverage
- Distribution Channel & Eco-Partnership Development
- Identify, Acquire & Nurture New Business Pipeline

LG Electronics Gulf, Dubai 2007-2021 (14+ years)

- B2B-Vertical Lead/ Comm: Display/ LCD/ OLED/ Dv-LED
- Senior Channel Manager/ Hotel TV / IPTV
- HOD/ B2B New Business Development
- Product Manager/ B2B Green Solutions
- B2B Sales Manager/ Smart Home Solutions

Pacific Controls Dubai/ 2004-2007

- Business Development Manager

Kodak India/ 2000-2004

- Assistant Sales Manager

Godrej India/ 1998-2000

- Territory Sales Executive

REMARKABLE CAREER ACHIEVEMENTS

- **LG HQ: Global Best Practice Award – B2B Solution Biz**
- LG GULF: Promoted to a Business Unit Head
- LG MEA: Award - Self-Development Individual
- LG CEO: Award - Exceptional Performance
- KODAK India: National Top Performer
- Godrej India: Best Sales Executive

PROFESSIONAL ENHANCEMENTS

- **B2B Mastery Trainer - LG MEA**
- Performance Management Trainer - LG HQ
- Large Account Management - AUD
- Sales & Marketing Integration - AUD
- Certified SUSTAINABILITY CSR Practitioner - CSE