

M.V.SAI APPARAO

Chief Executive Officer



Innovative CEO bringing progressive career spanning operations, service, sales and marketing, business management and distribution in international markets. Excellent business acumen and strategic planning skills to drive profitability and margins year over year. Known for strong leadership and communication skills with ability to build and maintain profitable relationships while exceeding sales and revenue goals.



Work History

2019-12 -
Current

Chief Executive Officer (APAC & AME)

Elite Tech Sol & Services / Elitech Machinery Pvt Ltd

- Asia pacific / AME Region.
- Annual turnover 15 crore (INR)
- Handling sales, service, accounts, procurement and R&D team on regular report.
- As a CEO, handling 500 + number service, sales, accounts, procurement and R&D team.
- Monitoring service & sales targets on monthly and quarterly basis.
- Spare parts development with procurement team on proper budget.
- Monitoring account operations on monthly and yearly budget.
- Maintaining healthy relation as well handling B2B sales directly with all international paint companies like., Berger paints, Nippon paints, Kansai Nerolac paints, AkzoNobel paints, British paints, Indigo paints & RAK paints, Benjamin more paints, PT Propanraya, Wall paints etc.
- Coached and guided senior managers to improve effectiveness and policy enforcement, resulting in improved employee job satisfaction and higher performance levels.
- Increased company revenue through aggressive new market strategies.
- Served customers in a friendly, efficient manner following outlined steps of service.



Contact

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Skills

Corporate leadership
Operations management
Financial Management
Operating budgets
Risk management
Business planning
Market research and analysis
Profit & Loss
Risk Assessments
Market strategies
Staff Management

2018-09 -
2019-12

Chief Marketing Officer (APAC)

HERO Products India Pvt Ltd

- Asia pacific Region.
- Annual turnover 30 crore (INR)
- Handling technical Tint-machines service/sales & worked directly with all international paint companies like., Berger paints, Nippon paints, Kansai Nerolac paints, Akzonobel paints, British paints, Indigo paints & RAK paints, Benjamin more paints..etc.
- Attending monthly meetings with paint companies and follow up in B2B sales by providing good technical service.
- As a CMO, heading sales & service team of 400 + number.
- Updating service & sales targets on monthly and quarterly basis to HO at Italy.
- Developed new process for employee evaluation which resulted in marked performance improvements.
- Analyzed departmental documents for appropriate distribution and filing.

2016-09 -
2018-08

Head of Service & Customer Relations (APAC)

HERO Products India Pvt Ltd

- Asia pacific Region.
- Head Of Service & Customer Relations- Asia Pacific region.
- Developed new process for employee evaluation which resulted in marked performance improvements.
- Performed initial client assessment and analysis to begin research process.
- Supported Chief Operating Officer with daily operational functions.
- Analyzed departmental documents for appropriate distribution and filing.
- Implemented marketing strategies which resulted in growth of customer base.

2014-05 -
2016-09

Regional Coordinator (service & Sales)

HERO Products India Pvt Ltd - South India, India

- Regional Coordinator-customer support (service/sales), South India.
- Supported Head of Service with daily operational functions.
- Reported details such as service operations & follow up on sales with major paint companies.
- Produced service reports and documents for senior team members.
- Focus on sales with regular meeting with client at various levels from TSO, ASM, DSM ,RSM & ZSM.
- Described and explained details about product options to inform customers and guide purchasing decisions.
- Conferred with customers about concerns with products or services to resolve problems and drive sales.
- Promptly responded to inquiries and requests from prospective customers.

2013-05 -
2014-05

Executive Officer-customer Support (service/sales)

HERO Products India Pvt Ltd – AP/TG/KN STATE

- Monitored service activities for the assigned states and also trained engineers on attending service activities.
- Double checked travel logistics before movement.
- Handled day-to-day operations maintained service warranty /AMC on field after Installation by maintaining proper reports.
- Optimized productivity by thoroughly training 30+engineers on best practices and protocols.
- Reported the status and completion procedures for ongoing projects accurately and promptly to Regional coordinator members.
- Expert in tactical and technical guidance.

2012-05 -
2013-05

Service Engineer

HERO Products India Pvt Ltd – Andhra Pradesh,

Visakhapatnam, AP

- Installed, configured & serviced tinting dispensers & Gyro mixers on specialized platforms.
- Prepared technical documentation for the operation, troubleshooting and maintenance of tinting dispensers & Gyro mixers.
- Daily basis reporting on attended service calls to Executive Officer of concerned state.
- On time calibration for the dispensers for best performance.
- Regular Preventive maintenance of machines for the assigned location.

2007-12 -
2009-01

GIS Engineer

GIS, RMSI SOFTWARE, Hyderabad

- Worked on project named VISON, based on GIS SYSTEM for Australian projects.



Education

2009-04 -
2012-04

B.Tech: Electrical & Electronics Engineering

Pragati Engineering College - Surampalem

2003-04 -
2007-04

Diploma: Electrical & Electronics Engineering

Chaitanya Polytechnic Collage - Kakinada, AP

1991-04 -
2003-04

SSC

Gowtham Residential School - Mandapeta, Ap



Accomplishments

- Resolved product issue through consumer testing.
- Increased sales percentage over 1 year time frame.
- Worked directly with service, sales department and with international paint companies.
- Supervised team of 500 + staff members.



Personal Information

Name : Veerabhadra Sai Apparao Madhavarapu

Nationality : Indian

Date of Birth : 12/05/1988

Place of Birth : Andhra Pradesh, India

Sex : Male

Marital status : Married

Religion : Hindu

Languages known: Telugu, English, Hindi, Tamil,
Kannada

Passport : N5748286 (Valid till 06.01.2026)



Declaration

I do hereby declare that all the above-mentioned
are true to the best
of my knowledge and belief.

M.V.SAI APPARAO