

# PRASAD S RANGA

Academia-Industry Specialist



Bengaluru, India

 PRASAD S RANGA

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Educational Developer

Industry Expert

Digitization & Automation  
Expert

## Technology Expertise:

- eMobility & Smart Mobility
- EV Technologies
- Digitization & Digitalization
- Grid Automation Systems
- Digital Substation
- SCADA & Asset Management
- PMU & Wide Area Management
- FO & Digital Communication
- AI & IoT Applications
- Cyber Security
- HVDC & FACT
- Smart Grids & Smart Cities
- Renewables & Distributed Generation
- Distribution Automation
- Smart Metering
- Customer Centric Marketing
- Digital & Power Electronics

## New Venture

“Quik Teck Talk”

Sep'19 - Present

Director – Expert Consultant

- ❑ Bridging the gap between Academia & Industry & enhancing technical competencies.
- ❑ Started my own Venture, “Quik Teck Talk”, engaging Technical Institutes, Industries & Corporates.
- ❑ Over 25 years' expertise in Power Systems, Digital & Automation Technologies and Emerging Markets.

## Technology:

- ❑ **Focus:** Technological developments in **Digitization & Automation, Sensors & Digital Virtual Measurement**
- ❑ **Knowledge:** e-Mobility, EV Technologies (Charging Infra., Battery Design & Motor Development).
- ❑ **Pursuing:** Artificial Intelligence (AI-ML-DL) & Data Science applications in Power Systems & Automation
- ❑ **Expertise:** Digital Substation, Asset Management, Wide Area Management, Grid Automation, Smart Grids & Smart City, Distributed Generation & Microgrids, Renewables, Fibre Optic & Digital Communication, Digital Protection & Control, Industrial Automation

## Engagement:

- ❑ **Leading & Autonomous Technical Institutes** in Bangalore (RVCE, PESU, RIT, BMSCE, BMSIT, BNMIT, NHCE, MVJCE, RNSIT)
- ❑ **Adjunct Faculty** at EEE departments at RVCE & BNMIT, both for PG & UG Courses - Digital Power System Protection, PLC & SCADA, Power Electronics.
- ❑ **NPTI** (National Power Training Institute), for Digital & Automation Technologies, as part of PG Diploma Course 2021-22, 2022-23.
- ❑ Technical Sessions combine **core engineering** with **new technological advancements, products & markets**, ensuring **students** be **industry ready**.
- ❑ **Bridging the gap** between **organically evolving academia** and **exponentially growing technological advancements**, in Power & Industry Sectors.
- ❑ Supporting Institutes for **Lab Infrastructure** development, **Project Implementations & Industry Engagement**
- ❑ Working with Institutes and Universities to **evolve the Syllabus** to incorporate technological developments.
- ❑ Supporting Institutes & Universities in implementation of **NEP** (National Education Policy), a GoI Initiative
- ❑ Engaged with various Industries & Corporates, for Training & Competence development.
- ❑ Skill Development for **Calibration & Measurement Labs** in line with NABL requirements
- ❑ Programs Offered: 1) Technology Sessions, 2) Skill Development, 3) Faculty Development, 4) Innovation & Product Development, 5) Consultancy & 6) Industry Engagement

## Rationale:

- With rapidly evolving technological scenario in the ever-increasing global digitalization & connectivity, the role of technical education has become very significant and challenging.
- Making the educational curricula and training more conducive to industrial developments are becoming a top priority.
- Increasing creativity and innovation are the hallmark of research and development initiatives of an institution.
- With the explosion of data and information, it is imperative to integrate core engineering with Emerging Technologies.

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Senior Business Development Leader



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M.S. Electrical Engineering,  
Mississippi State University,  
U.S.A. (1993)

B.E. Electrical Engineering;  
R.V. College of Engineering,  
Bangalore, India (1990)

## Experience Summary

- P&L Management
- Building Strategic Alliances
- Business Analytics
- Operations & QA Management
- Change Management
- Market Strategy & Analytics
- Business Development
- CRM & KAM
- National & International Sales
- Asset & Liability Management
- Emerging Technologies
- Automation & Digitization
- Product Strategy & Pricing
- Training & Consultancy
- KPI Management

## Corporate Experience

### Core Skills

- ❑ **Strategic Leadership behind Turnarounds, Consolidation & Growth**
- ❑ Business Development Leader with over 25 years' experience across Marketing & Business Development, Analytics & Market Research, CRM & Team Development, Design & Operations, R&D, Change Management.
- ❑ Associated with global market leaders – ABB, GE, Vijai Electricals, IISC
- ❑ Global Markets exposure – Indian sub-continent, South-east Asia, Middle East & Africa

### Technology

- ❑ Digitization & Automation Technologies in Power System & Industries.
- ❑ Emerging Technologies and Markets - **Smart Grids & Smart City**
- ❑ Business Platforms: SAP-SD & PS, SOPS, PPCM, MRP, FI & CO, ProSales, SFDC

## Professional Experience

**ABB India Limited, Bangalore, India**

**Mar'11 - Jun'19**

**Associate Director - Marketing & Business Development, Grid Automation Systems & Service**

- ❑ **Market Capture** Strategies: Penetration, Expansion & Innovation
- ❑ Wide **Client base** from Utilities & Industries thru' effective CRM & KAM
- ❑ Development of **Sales Tools** to capture & analyse - Market and Competitor data.
  - ProSales & SFDC to map potential Markets & Clients, Trends, Competitor strategies
  - Service database capture Installed base to evaluate service potential.
  - MIS, Budgeting & Forecasting to Local & Global management
- ❑ **Business Development** activities - Product Promotions & Road Shows, Customer Contact Events, Technical Seminars, Conferences, Demos, Marketing Events, Customer Competency Development
  - Automation Power World, Elecrama, Gridtech, Powergen and Customer Technical Seminars
- ❑ **Emerging Technologies & Markets** - Digital Substation, WAMS, Grid Automation, Smart Grids, Distributed Generation & Renewables, Digital Communication, Industrial Automation
- ❑ Market development & Business growth, ensuring ABB's position as a market leader
  - India, Nepal, Bhutan, Bangladesh, Sri Lanka, Mongolia, Vietnam, Middle East & Africa
  - Net Market handled - 300M\$, from over 150 Utilities, 75 EPCs & 100 Industry across 8 years.
  - Increased business from 40M\$ in 2011 to 60M\$ in 2019 with profitability growth from 10% to 16%
  - Ensured major 75% market share in Metro/Rail SCADA capturing, Jaipur, Delhi, Bangalore, Mumbai, Navi-Mumbai, Lucknow, Kolkata Metros & 100% in Dedicated Freight Corridor Rail (30M\$ Business)
  - Captured 2 Digital Substation and supported for completing implementation - KSEB & MSETCL
  - Captured large retrofit orders for grid strengthening from states of West Bengal, Assam, Punjab
  - Re-established markets - Telangana, Andhra Pradesh, Karnataka, Assam, Mumbai
  - Developed & Implemented Power Automation System Lab for the Deendayal Petroleum University
  - Growth of Service Sales business from mere 0.8M\$ in 2011 (5% of business) to 8.5M\$ in 2018 (12% of the business)
- ❑ Established effective Sales & Service Sales teams to expand business
- ❑ Highest levels of compliance and Integrity adherence from Sales Team
- ❑ Enhancement of team's competency through training, mentoring & knowledge sharing sessions
- ❑ Developed effective and transparent KPI & PDA Management of the Sales & Marketing teams
- ❑ Implemented and effective Cross functional coordination
  - Supported a profitable revenue of 54M\$ by 2018 with 145% OBL & a healthy EBITA
  - Negotiated POs with clear contractual terms to support profitability, cash flow, DSO, Revenue
  - Support PM in receivable management, contractual closures and inventory management
- ❑ Ensured an effective Customer Complain Resolution Process

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## Effective Business & Team Management



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### Publications & Certifications

- Board of Studies member for R.V.C.E., EEE Department
- Article “Energy Management World” in Electrical India, July 2006 Issue
- MS Project @ MSU, USA
  - Aircraft Lighting Interaction – Study of flow of lightning current in various parts of an aircraft (1993)
- BE Project @ RVCE, India
  - Characterization of Metal Oxide Surge Arresters under steep fronted Impulse currents at IISc, HV Dept
- QMI International Certified ISO 9001-2000 Internal Auditor
- Successfully completed the following trainings:
  - Manager Development Program
  - Leadership Competency Assessment
  - Six Sigma Greenbelt
  - Project & Contract Management
  - Customer Focus, Presentation Skills
  - Effective Decision Making
  - Result Manager Workshop
  - Winning Attitude
  - Financial Management
  - Leadership Development
- At RVCE under IEE Student’s Chapter of EE Department coordinated for lectures, Industrial Visits and Project Tours

### Professional Experience (contd.)

**Vijai Electricals Limited, Hyderabad, India**

**Feb’08 - Feb’11**

#### Branch Head – Karnataka

- ❑ Developed High Potential Utility & Industrial Market for Transformers, Switchgear in KA & TN
- ❑ Product Promotions to various Utilities, Consultants, Industries, EPC’s and OEMs
- ❑ Approvals: Utilities (KPTCL, KPCL), Consultants (TCE, Fichtner, Avant-Garde), EPCs (ABB, L&T, BHEL, BGRE)
- ❑ Developed potential business opportunities worth over 21M\$ in 2½ years improving market share
- ❑ Promotion of energy efficiency in line with BEE and CEA guidelines with Utilities & Industries
- ❑ Imparting Training and development of Sales Team & Coordinating Branch activities

**GE Consumer & Industrial, Bangalore, India**

**Sep’04 – Mar’07**

#### Sr. Sales Manager – Substation Automation Systems

- ❑ Leading sales managers across India & Coordinate with global product support centres
- ❑ Effected turn-around of the business with direct responsibility of Sales, Operations, Design & Services
- ❑ Achieved 2½ fold sales & revenue growth to reach 5M\$ in 2005-2006 & 20% year on year
- ❑ Brand promotion & market acceptability thru’ Product Promotions, Road Shows, Sales Conference.
- ❑ Implemented effective process in operations, engineering, procurement, manufacturing & services
  - Implemented & Integrated Quality process across business functions
  - Standardized the Bidding Process and reduced the Bid Cycle time by 25%
  - Reduced project costs and increased profitability margins to above 22% across all projects
  - Established an effective Installation & Service team and a Dedicated Service Centre
  - Identified partners for outsourcing Engineering, Services, CRM, SCM, Manufacturing
- ❑ Resolved legacy service / product issues to regain customer confidence and generated repeat orders
- ❑ Bagged the prestigious Protection & SCADA Project from PGCIL with state-of-the-art communication protocol IEC61850, within 1 year, in collaboration with GE Energy, Canada
- ❑ Recipient of the **GE Growth award in 2005** for the business growth achieved
- ❑ Technical Write-up “**Energy Management World**” in Electrical India Journal in July 2006

**ABB Limited, Bangalore, India**

**Apr’94 – Sep’04**

#### Manager Marketing – Relays & Automation Systems

- ❑ Experience across Engineering, Project Management, Sales & Marketing (Orders - Contractual Closure)
- ❑ Market Analysis & Implementation of strategic plans for Business Development
- ❑ Managed projects with revenue generated to a tune of 11M\$ in 2003-2004
- ❑ Accomplished a growth in the Order Intake by 25% in 2003, and 35% growth in 2004
- ❑ Coordinated with global management for market allocation in Middle East & South Asia in 2003
- ❑ Successfully implemented SAP-SD & PS Modules in Utility Division of ABB
  - Key User for the Utility Business, Training to end users, Monitoring work-plan for implementation.
  - Costing Module in SAP-SD & SOPS & Mapping Customer database to SAP-Customer Master
  - Orchestrated development of Sales Order Processing System on Oracle
  - Functional consultant for integrating SOPS with PPCM, MRP, FI & CO and SM; 1997-1998
  - Effective Receivable Management System in order to reduce the DSO
- ❑ Distinction of developing
  - Export engineering market for principals for many projects in Middle East during 2001
  - Tender Bank to capture ABB and Competitor’s offerings to develop strategies for bag orders
- ❑ Implemented Activity based costing & Integrated MS Project and SAP-PS system
- ❑ Implementing Quality Assurance Procedures in various activities

**Indian Institute of Science, Bangalore, India**

**May’90 – Jul’91**

#### Profile: Project Assistant – High Voltage Department

- ❑ Successfully conducted research and designed HV Systems.
- ❑ Involved in development of HV Test facility for LCA Project at CABS, Ministry of Défense
- ❑ BE-Project: “Characterization of Metal-oxide Surge Arrestors under Lightning simulations”