

BHASKARA RAO POTLURI

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SUMMARY

A senior professional with an outstanding 37-year track record in building, managing and growing companies. Extensive experience includes business development, operational and organizational skills. Most recently, worked as the President & CEO of Nelito Systems (a Tata company) where he turned it around into a large successful company. He also has extensive experience in Financial and IT sectors. As banking professional, he had the opportunity to represent high-powered committees constituted by Reserve Bank of India, IDRBT and Indian Banks' Association for standardization of various processes for the banking industry.

PROFESSIONAL EXPERIENCE

Nelito Systems Limited ✧ Mumbai, India

Nelito, a Tata Group company is one of the leading IT Solution & Services company, serving BFSI segment in the areas of software development, implementation, project management and IT consultancy. It is an ISO 9001-2008 and CMMI Level 5 certified company.

President and CEO

2004-2013

Took over charge for this company at a financial distress stage and quickly turned it around into a leading player within its industry. Brief Accomplishments include:

- ♦ Created large number of IPs in the areas of Core Banking, Data Archival & Retrieval, Micro Finance, Cheque Truncation, MIS ADF, CRM, Asset Management, Portals for Government sector, etc.,
- ♦ Achieved quality certifications like ISO 9001:2008, ISO 27000 and CMMI Level 5. Set framework for future certifications like CMMI Services, Tata Business Excellence Model etc
- ♦ Took charge as CEO in 2004 with huge outside borrowings, bad debts, accumulated losses and turned around the company in just 18 months' time frame.
- ♦ Drawn strategy for a paradigm shift from Hardware based business to lay focus on Software IP licenses and services.
- ♦ Set up large teams to provide Core Banking Implementation services to various leading global CBS players. Teams set industry record by migrating over 20000 Bank branches from legacy systems to CBS in all leading PSU and Private sector Banks.
- ♦ Company has seen consistent monthly cash flows with sizeable margins. Company repaid outside borrowings, written off bad debts and acquired own premises in a leading IT Park.
- ♦ Introduced and Set up consistent revenue generation service practices like SWIFT, CBS, Data Management, Facility management, IT Consulting and Security, Quality assurance, Custom Application development, etc.,
- ♦ Improved customer base from 11 Banks to 250 Banks across globe for software solutions and services.
- ♦ Converted a small company into a midsized with a CAGR of 30-35% revenues.
- ♦ Software license & Service revenues have grown by 35 times.
- ♦ Initiated and developed overseas market (SAARC, Asia –Pacific, East & West Africa).
- ♦ Won Awards & Accolades from IT Major and leading Banks.
- ♦ Company consistently registered profits and paid dividends to stakeholders
- ♦ Built excellent agility in the system to adapt rapidly to new business models. The business model which has been evolved “Software + Services + SI “has longevity, sustainable, profitable and highly successful business model.

Sr. GM & Vice President

2000-2004

- ♦ Joined the company in January 2000 as Senior General Manager when the focus of the entity was hardware supply and maintenance to develop BFSI

vertical and E-Commerce Division and rose fast in the organization as overall in-charge of the Business development of the company from November 2000 and elevated to the position of Vice President of the company from Sept 2002.

Union Bank of India

1978 -1999

Leading Public sector Bank

- ♦ Gained extensive experience of 22 years (1978-1999) **in various managerial & senior managerial roles in Retail, Corporate Banking and IT**. Served the Bank in different capacities at different locations across the country including North-East.
- ♦ Worked for over 5 years in the IT Division of the Bank, responsible for top level policy and extending computerization in all branches/offices of the Bank.
- ♦ Represented as a **member in various high-powered committees of RBI , IBA and IDRBT** such as “ Standardization of Electronic data interchange, Standardization of Encryption/decryption, Mechanization in Banks, EFT-RTGS software for Banking industry, Shared payment ATM network, Standardization of System software , Standardization of networking, Standardization of Electronic mail, Standardization of data base management systems” etc

EDUCATION

- ♦ MBA, Executive (Topper in Mumbai)
- ♦ Gold Medalist in M.Sc (Ag) Hons.
- ♦ Gold Medalist in PGDPM (Post Graduate Diploma in Personnel Management)

OTHER CREDENTIALS

- ♦ **Certified “Corporate Director” and a member of Institute of Directors**
- ♦ Certified Information Systems Auditor – CISA (USA)
- ♦ Certified Quality Analyst – CQA (USA)
- ♦ Certified Associate of Indian Institute of Bankers – CAIIB
- ♦ Certified Internal Quality Auditor - CIQA
- ♦ Diploma in Rural Banking - DIRB
- ♦ Director on the Board of Vantage Technologies, Colombo from 2001 to 2012.
- ♦ Director on the Board of Nelito Technologies, USA from 2000 to 2009.
- ♦ Well known speaker/personality in the industry and participated actively in various Seminars, Symposiums, Industry events, IT associations, Trade bodies, Exhibitions, Road Shows, etc.,
- ♦ Extensively visited various countries, around 35, to develop and promote IT business of Nelito.
- ♦ Actively involved with Indian Merchant Chamber, Mumbai, a Premier Chamber of Trade, Commerce and Industry in India and participated in various Trade delegations to countries like Japan, China, and Malaysia etc. Actively supported various IT and Industry initiatives of the Chamber.