

Annamalai Santhosh N

CONTACT DETAILS

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EDUCATION

- 2023, MBA in Finance from IGNOU, Thiruvananthapuram, KL, India
- 2021, B.Com. from IGNOU, Thiruvananthapuram, KL, India
- 2017, Diploma in Mechanical Engineering from KNSK Polytechnic College, Kanniyākumāri
- 2017, Diploma in Product Design and Analysis from Adesk Technologies, Kanyakumari

CORE COMPETENCIES

- ➔ Business Analysis
- ➔ Business Requirements Gathering & Documentation (BRD/FRD)
- ➔ Agile Business Analysis & Scrum Delivery
- ➔ AS-IS / TO-BE Process Mapping
- ➔ Stakeholder & Client Relationship Management
- ➔ Business Development
- ➔ Cloud Solution Consulting (AWS / Azure / GCP)
- ➔ JIRA, Confluence & Backlog Management
- ➔ Digital Transformation & Process Optimization
- ➔ Data Analysis, KPI Tracking
- ➔ MIS Reporting

JOB OBJECTIVE

Results-oriented professional with experience in **Business Development, Business Analysis and SaaS Consulting**, specializing in driving business transformation and delivering client-centric solutions. Targeting challenging roles in **Bengaluru, Chennai, and Kochi** to leverage analytical expertise, cloud solutioning capabilities, and strategic insights to contribute to organizational growth and innovation.

PROFILE SUMMARY

- ➔ **Business Analysis professional** with 8+ years of cross-industry experience driving digital transformation, process optimisation, and solution consulting across **FinTech, Cloud, Hospitality, Construction, and BFSI ecosystems**.
- ➔ **Skilled in translating complex business challenges** into scalable technology solutions through structured requirement engineering, stakeholder alignment, Agile delivery practices, and data-backed decision-making frameworks.
- ➔ **Proven expertise in bridging business and technology functions** by leading discovery workshops, defining transformation roadmaps, streamlining AS-IS/TO-BE processes, and enhancing operational efficiency through cloud-enabled and SaaS-driven solutions.
- ➔ **Rich exposure in driving strategic business development initiatives** by converting enterprise discovery engagements into high-value cloud transformation opportunities and long-term client partnerships.
- ➔ **Strong commercial acumen** with demonstrated success in building high-value client pipelines, improving customer retention, accelerating project delivery cycles, and enabling measurable business outcomes through consultative engagement models.
- ➔ **MBA (Finance) candidate with certifications in AWS Cloud and Scrum methodologies**, bringing a balanced blend of analytical thinking, business strategy, process governance, and customer-centric solution delivery for mid-to-senior Business Analyst roles.

WORK EXPERIENCE

Since Aug'25 | Business Development Manager
Aabasoft Technologies | Thiruvananthapuram, KL

Key Result Areas:

- ➔ Conducting structured discovery workshops for 10+ enterprise prospects and delivering detailed BRDs that are reducing requirement re-work by ~25%.
- ➔ Accelerating solution scoping cycles through comprehensive requirement analysis and stakeholder-centric documentation frameworks.
- ➔ Mapping AS-IS cloud environments and designing TO-BE architectures for 5 mid-market clients migrating to AWS, Azure, and GCP.
- ➔ Contributing to a ₹1.5 Cr+ cloud transformation pipeline by aligning infrastructure assessment findings with strategic service proposals.
- ➔ Identifying workflow inefficiencies and recommending AWS, Azure, and GCP solutions, enabling ~30% cost optimisation in proposed operating models.
- ➔ Maintaining requirements traceability matrices and streamlining JIRA backlog governance to ensure seamless alignment between business and delivery teams.

Nov'24-Jul'25 | Business Analyst / Business Development Manager
PEMS Digital Technologies | South market

Key Result Areas:

- ➔ Captured and translated complex business requirements for 3 enterprise construction clients into FRDs and Agile user stories, enabling seamless development execution.
- ➔ Facilitated SWOT and competitor analysis workshops for 6 strategic accounts, supporting roadmap decisions and ₹80L+ digital transformation opportunities.
- ➔ Defined ROI metrics, KPIs, and AS-IS/TO-BE process flows using MS Visio in collaboration with C-suite stakeholders, reducing sprint-level project ambiguities.

TECHNICAL SKILLS

- **Agile / SDLC:** Scrum, Kanban, Waterfall, Sprint Planning, Backlog Refinement, UAT Co-ordination, JIRA, Confluence
- **Data & Reporting:** ETL Processing, IBM Cognos, MS Excel (Pivot Tables, VLOOKUP), Power BI (Beginner), SQL (Beginner), MS Visio, Flowcharts
- **Cloud & CRM:** AWS (Cloud Practitioner Certified), Azure, GCP, Zoho CRM, Salesforce (Basic)

CERTIFICATIONS

- AWS Certified Cloud Practitioner
- Certified Business Analyst Professional (CBAP) - Starweaver
- Business Analytics Foundations: Descriptive, Exploratory, and Explanatory Analytics
- Negotiation Professional by American Negotiation Institute
- Cloud FinOps Specialisation

May'24-Oct'24 | Market / Account Manager

Hotelogix | Bengaluru, KA

Key Result Areas:

- Managed 40+ key accounts through Zoho CRM and JIRA, resolving 95% of critical escalations within SLA and improving client retention by 18%.
- Conducted market intelligence across South India, generating 60+ qualified leads and expanding the regional pipeline by 35% within 5 months.
- Created monthly MIS dashboards tracking lead conversion, churn risk, and revenue forecasts for senior management review.

Aug'23-Apr'24 | Territory Sales Manager

IDS NEXT Business Solutions Pvt. Ltd., Bengaluru

Key Result Areas:

- Managed South India hospitality software sales, worked with leading hotel chains, delivered end-to-end sales and consulting, engaged CXO stakeholders, and achieved ~80% of sales targets while driving digital transformation initiatives.

Nov'22-Jul'23 | Territory Manager

STS Technologies, Thiruvananthapuram

Key Result Areas:

- Headed software/hardware sales, pipeline management, and client acquisition while supporting implementations, training, and government tenders to strengthen regional market presence and growth.

Nov'21-Nov'22 | Senior Business Development Executive

Flobiz (My Bill Book), Thiruvananthapuram

Key Result Areas:

- Promoted within 3 months, achieved 150% sales targets, managed complete client lifecycle, and supported cloud-based accounting solutions with compliance and data migration expertise.

Jun'20-Oct'21 | Marketing Manager

Pariyarath Group Thiruvananthapuram

Key Result Areas:

- Led cross-functional teams, executed market expansion and tender projects, and implemented cloud-driven process improvements resulting in ~20% reduction in operational costs.

Jul'19-Jul'20 | Business Development Executive

Paytm Payments Bank, XX City, Kerala

Key Result Areas:

- Drove merchant acquisition and digital banking adoption across Kerala, achieving ~80% market coverage while promoting financial products and strengthening regional growth.

Jan'18 - May'19 | Lead Creator

Ashok Leyland, Thiruvananthapuram, Kerala, India

Key Result Areas:

- Generated B2C leads through field outreach and marketing campaigns while tracking follow-ups and coordinating with sales teams to strengthen pipeline growth and improve conversion rates.
- Executed local promotions, analyzed customer interactions and market trends, and monitored KPIs to enhance campaign effectiveness, boost brand visibility, and drive business growth.

PERSONAL DETAILS

Date of Birth : 14th July 1997

Languages Known : Hindi, English, Malayalam & Tamil