

Murahari M

IT DIRECTOR

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Elevate operational excellence and deliver unparalleled customer experiences in IT infrastructure and end-user computing services. Seeking leadership roles in contact center management or end-user computing management to drive transformation, automation, and generative AI initiatives.

Education

- 2010
PGDBA (International Business)
from Annamalai University
- 2005
M.A. (Public Administration)
from Annamalai University

Core Competencies

Strategic Planning

Customer Relationship Management

Operational Excellence

Financial Management

Global Team Leadership

Process Optimization

Automation Strategies

Digital Transformation

Generative AI

Leadership Communication

Certifications

Six Sigma Black Belt

Gen AI for Digital Transformation

Cloud Digital Leader

COPC & ISO Standards

Profile Summary

- Comprehensive End-to-End Management:** Managed end-user computing services from inception to delivery, including Service Desk operations, Hardware Asset Management (HAM), procurement processes, and deployment solutions like Autopilot, MDM solutions and SCCM. Ensured seamless integration and optimal performance across all service components.
- Leadership in Contact Center Management:** Demonstrated leadership in managing contact center operations, overseeing multi-channel customer interactions, and optimizing service delivery to meet and exceed performance targets and customer satisfaction metrics.
- Expertise in Designing and Managing Scalable IT Infrastructure:** Proven record in architecting, implementing, and managing robust IT infrastructure solutions. Skilled in designing scalable systems that meet current and future business needs, ensuring high availability, performance, and security.
- Global IT Support Management:** Proficiently leading Global IT Support Services for North American customers, overseeing end-to-end support operations to ensure seamless delivery of IT services and solutions.
- Proven Leadership and Portfolio Growth:** Demonstrated strong leadership capabilities by effectively managing a large associate portfolio and expanding team size to meet business demands. Instrumental in bringing in additional business opportunities, driving revenue growth and market expansion.
- Successfully led the core crisis management team** during the recent CrowdStrike and Microsoft outage. Provided timely updates and expert guidance to customers across all lines of business, sharing best practices. This proactive approach facilitated swift service restoration, minimized disruption, and upheld customer trust.
- Enhanced Service Delivery:** Spearheaded continuous improvement across end-user computing services, including Service Desk, Field Services, Desktop Engineering, Unified Messaging & Collaboration, and Asset Management, by implementing best practices and advanced technology solutions, significantly boosting service delivery quality.
- Customer Footprint Expansion:** Collaborated with the account management team to develop a comprehensive supplier heat map and strategic plans, successfully penetrating new areas, and expanding our footprint with existing customers.
- With experience in managing Mobility and TEMS (Telecom Expense Management System) platforms,** successfully overseeing the deployment, optimization, and maintenance of these systems, ensuring seamless operation, enhanced performance, and cost-efficiency.
- Innovation & Thought Leadership:** Demonstrated thought leadership by proposing and implementing cutting-edge solutions, such as Intel vPro and IT Vending Machines, earning high praise from customers for innovation and efficiency.
- Expertise in Automation and Generative AI:** Spearheaded initiatives in automation and implemented cutting-edge generative AI solutions. Successfully modernized tools and technologies, optimizing operational efficiency, and enhancing service delivery.
- Desktop Virtualization Mastery:** Expertise in deploying and optimizing virtual desktop infrastructure (VDI) solutions, ensuring seamless access to applications and data from any device, anywhere.
- Leadership Excellence:** Proven ability to inspire and empower teams through visionary leadership, fostering a culture of innovation, collaboration, and accountability to achieve shared goals and drive organizational success.

Technical Skills

Cloud Platforms : Microsoft Azure, AWS, Google Cloud Platform
Virtualization Technologies : VMware, AVD, Citrix XenDesktop, Microsoft Hyper-V, and Cloud PC
Endpoint Management : Microsoft Endpoint Manager (Intune), SCCM, Jamf
Automation Tools : RPA tools, Power Platform and Powershell
Collaboration Tools : Microsoft 365, Google Workspace
Service Management : ServiceNow, BMC Remedy
Security Solutions : Bitdefender, McAfee, Symantec Endpoint Protection, and CrowdStrike
Call Centre Applications : Avaya CMS, Verint WFM, IEX, Calabrio, CallMiner, NICE, LivePerson
Application Management : Remote Desktop Services, Application Packaging, Software Distribution and Apigee
Monitoring Tools : SolarWinds, Dynatrace, Splunk, and Netcool.
Project Management Tools : Microsoft Project, Trello
User Experience Management Tools : Systrack, Nextthink & MS Endpoint Analytics

Recognitions

- 🏆 **Best Service Success Head in DWP Services (Q4 2023):** Recognized for outstanding performance and leadership in delivering high-quality Digital Workplace Services, ensuring exceptional service delivery and customer satisfaction.
- 🏆 **Excellence in DWP Services:** Honored for exceptional leadership and the implementation of innovative solutions in end-user computing, driving significant improvements in service quality.
- 🏆 **Best DWP Leader of the Year in Manufacturing Vertical:** Celebrated for exemplary leadership and innovative approaches in Digital Workplace Services within the manufacturing sector.
- 🏆 **Customer Satisfaction Excellence:** Achieved high customer satisfaction rates and delivered exceptional service, earning client's trust for New Businesses.
- 🏆 **Digital Transformation Champion:** Led successful digital transformation initiatives, driving technological advancements, and enhancing overall organizational efficiency.
- 🏆 **Operational Efficiency Award (2020):** Received accolades for implementing strategic initiatives that significantly improved operational efficiency and delivered substantial cost savings.
- 🏆 Received the **Best Site Director Award for consecutive years from 2016 to 2019**, demonstrating excellence in site management and operational efficiency.
- 🏆 Played a pivotal role as a **key contributor** in achieving **COPC certification**, endorsed by CEO & Chairperson, Mr. Dilip Vellodi, which signifies excellence in operational performance and customer experience.

Previous Experience

Jul '06 – Sep '07

HCL Technologies - BPO Services, Chennai as Operations Manager (ISP Technical Support)

May '02 – May '06

Sutherland Global Services Ltd. (Subsidiary of The Sutherland Group Ltd., USA) as Team Leader - Operations (Technical Support & WFM)

Feb '02 – Mar '02

Computer @ Joint Ltd., Chennai as Home PC Quality Check Engineer

Apr '01 – Jan '02

Indian Institute of Computer Education, Chennai as Sr. Hardware Trainer (A+) cum System Administrator

Apr '00 – Mar '01

Hard Tech Computers as Sr. Hardware Engineer

Work Experience

Since' May '22: A Leading Tech Company as Director – End-User Computing Services

IT Infrastructure Division – Digital Workplace Services (DWP) / End-User Computing Services (EUC)

Key Impact Areas:

- 🏆 Currently managing multiple global manufacturing customers with a portfolio size of **US \$ 50 million**.
- 🏆 Consistently met or exceeded service delivery targets and **enhanced NPS** by over 70%.
- 🏆 Leading the **transformation** and **modernization** of end-user computing services and implementing Shift Left methodologies.
- 🏆 Managed the full lifecycle of new deals, from RFI/**RFP** through to **MSA/SOW creation** and final Go Live, ensuring seamless **transitions** and alignment with client objectives. Implemented targeted upselling strategies that resulted in a **10% to 30% revenue growth**.
- 🏆 Overseeing a comprehensive range of end-user computing services, including **Service Desk, Field Services, Desktop Engineering, and Asset Management**, for a global team of over 1,000 full-time employees across North America, EMEA, and Asia Pacific.
- 🏆 Implemented best practices that **improved service quality** and **operational efficiency** that led to a 30% reduction in staffing in a period of 2 years.
- 🏆 Leading the deployment of **UMC systems**, integrating email, voicemail, and other messaging services into a single platform, thereby improving user accessibility and communication efficiency.
- 🏆 Leveraged **UCC** and **UMC** technologies to strengthen communication with **key stakeholders** and **senior leadership**, ensuring alignment with corporate goals and enhancing overall organizational communication efficiency.
- 🏆 Managed the deployment and optimization of **Azure Virtual Desktop (AVD)** and **Cloud PC** environments, enhancing remote work capabilities and operational flexibility. Oversaw **cloud management** initiatives, including cost optimization, security compliance, and scalability of cloud resources, ensuring efficient and secure cloud operations.
- 🏆 **Overseeing** financial aspects of operations including **revenue, margins, and account profitability**. Employing strategic financial planning and analysis to drive growth and enhance financial performance across services.

Dec '19 to Apr '22: Radial Omnichannel Technologies as Director – Call Centre Operations (US Retail)

Radial Inc., a bpost company is the leader in omnichannel ecommerce technology and operations.

Formerly part of Ebay

Enterprise

Key Impact Areas:

- 🏆 **Led** the oversight and development of various customer care teams, such as **Quality, WFM, Business Analysts, Six Sigma, and Learning & Development**, throughout India.
- 🏆 **Coordinated** and maintained all key **performance indicators**, partnering effectively to ensure compliance and performance enhancements.
- 🏆 **Administered staffing processes**, actively engaging in the **coaching** and **professional development** of personnel, which fostered a motivated work environment.
- 🏆 **Conducted** comprehensive **business review meetings**, critically assessing, and addressing deviations from operational metrics.
- 🏆 **Maintained up-to-date** Customer Care **documentation** and **Guidebooks**, ensuring adherence to industry standards and regulatory compliance.
- 🏆 **Facilitated collaboration** with Client Success and additional departments to roll out innovative programs and projects, bolstering organizational capabilities and client engagement.
- 🏆 **Delivered crucial insights** on resource optimization for launching new products and initiatives and provided vital **business intelligence** to the Customer Service leadership, supporting strategic decision-making.

Oct '07 to Nov '19: Sitel (Foundever) as Site Director (Site Head) – Tech Support, Customer Service & Sales

Clients: Canadian & U.S. ISPs - Consumer Technical Support & Sales, European Ticket Booking, Leading

Indian Insurance Co.

Key Impact Areas:

- 🏆 Consistently maintained **operating margins** above **55%**, displaying adept **financial management** and **cost-efficiency** skills.
- 🏆 Successfully led the **Transport Optimization Project** in H2 2016, resulting in annual savings of US \$131K, demonstrating effective **project management** and **cost-saving initiatives**.
- 🏆 Played a pivotal role in site-level activities, including chairing All Functions Meets, implementing Retention Strategies, and negotiating contracts, enhancing **operational effectiveness**.
- 🏆 Secured additional Line of Business (LOB) from a client due to exceptional performance in **Tech Support Chat**, underscoring commitment to **client satisfaction** and **service excellence**.
- 🏆 Successfully captured the **French business** by implementing the **E-Chat Sales project**, demonstrating **linguistic proficiency** and **strategic sales execution**.
- 🏆 Earned the **Best Partner Award** from a Canadian ISP client for eight consecutive quarters, illustrating excellence in **service delivery** and **client partnership**.
- 🏆 Recognized as the **Client's Best Partner**, holding the top position for six quarters from Q1 2009 to Q2 2010, reflecting sustained **client satisfaction** and **trust**.
- 🏆 Maintained a **green scorecard** for twelve consecutive months on the Electronic Customer Care (Chat/Email/BO) project, highlighting unwavering commitment to high performance and quality **service delivery**.