



VIVEK VELURI

Country Sales & Growth Leader | Building businesses from Zero to Scale

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EXECUTIVE SUMMARY

Commercial and growth leader with 12+ years of experience building and scaling B2B businesses across electric mobility, logistics and supply chain. Proven track record of launching new markets, owning P&L and closing large enterprise contracts while converting pilot deployments into multi-city operations. Experienced in go-to-market strategy, commercial structuring and cross-functional execution across sales, operations and product teams.

CORE COMPETENCIES

- Enterprise B2B Sales
- Go-to-Market Strategy
- Key Account Management
- Revenue Forecasting & Pipeline Management
- Contract Negotiation & Commercial Structuring
- P&L Ownership
- Market Entry & Multi-City Expansion
- Logistics & Passenger transportation
- EV Fleet Electrification / Sustainable Mobility
- Cross-functional Leadership

PROFESSIONAL EXPERIENCE

Head - Business Development

2021 - Present

Moeving Urban Technologies Pvt Ltd, Bangalore, IN

Core founding team member at Moeving; spearheaded the South India launch, established teams and operating processes, and scaled the region into a profitable business from the ground up.

Leadership & Organization Building

- Built and led a 12-member direct team across sales and key account management; hired and onboarded 25+ employees across sales and operations.
- Managed stakeholders across operations and vendors impacting 30+ indirect team members.
- Established reporting cadence, customer review structures and operating processes.
- Transitioned role from regional Business Head (South) to National business development head.

Revenue Ownership & Commercial Performance

- Owned ₹5–6 Cr annual revenue portfolio with monthly billing of ~₹50 Lakhs
- Generated ₹6 Cr+ new revenue through enterprise customer acquisition.
- Managed largest single enterprise account worth ~₹4 Cr annually.
- Handled pricing strategy, commercial negotiations and contract structuring for enterprise deployments.

Enterprise Sales & Client Acquisition

- Closed and managed 30+ enterprise accounts across logistics, e-commerce and retail sectors.
- Typical enterprise contract value ~₹15 Lakhs monthly billing per client.
- Converted pilot projects into multi-city deployments and recurring revenue contracts.
- Implemented a sales CRM to track pipeline, forecasting and customer lifecycle management

Market Expansion & Operational Scale

- Launched Moeving operations from zero presence across Bangalore, Hyderabad and Chennai.
- Managed deployment and performance of 500+ electric vehicles across cities.
- Executed 200-vehicle deployment for a single enterprise client.
- Held full P&L ownership during regional leadership role, including utilization, cost control and profitability.
- Turned new markets from launch stage into profitable operations.

Head - Business Development**2015 - 2020***Lithium Urban Technologies Pvt Ltd, Bangalore, IN*

Early team member who grew with the company from pre-operations stage to a scaled multi-city EV mobility platform, working closely with leadership on enterprise adoption and commercial strategy.

- Joined when the company had no fleet and a 4-member leadership team; supported scale-up to 5 cities and ~1,000 vehicles.
- Launched operations in two new cities and built structured onboarding and deployment processes.
- Closed 10+ enterprise clients including Wipro, British Telecom and Accenture with ~₹25L monthly deal size.
- Managed ~₹1.5 Cr annual revenue portfolio; largest account ~₹50L annually.
- Led customer pitches, commercial negotiations and proposal development, reporting directly to the CEO.
- Worked with product and engineering teams to improve routing, EV trip scheduling, telematics dashboards and driver app features.
- Built operational SOPs, supported fleet deployments and coordinated enterprise rollouts with operations teams.

Supply Chain Analyst**2013 - 2014***Searce Logistics Analytics, Pune, IN*

- Supported global logistics and fulfillment operations through data analysis and KPI reporting to improve service performance and customer experience.
- Partnered with supply chain program managers to develop and implement operational improvement initiatives.

EDUCATION

Masters in Manufacturing Management**2012***University of Bradford, Bradford, UK***Bachelors in Mechanical Engineering****2010***The National Institute of Engineering, Mysore, IN***ACHIEVEMENTS & LEADERSHIP CONTRIBUTIONS**

- Awarded Employee of the Year at Lithium for contribution to early company growth and enterprise adoption.
- Recognized as top performer at Moeving, contributing ~50% of company topline during tenure as Business Head – South India.
- Invited speaker at World Resources Institute (WRI) sessions on electric mobility adoption and corporate transportation.
- Represented Moeving and Lithium at industry conferences, logistics expos and ecosystem forums, engaging with enterprise customers and partners.