

RAM BALASUBRAMANIAN

Frisco, TX

847.533.4267 | rbala1799@gmail.com | [LinkedIn](#)

Chief Information Officer

Accomplished Senior Executive and transformational catalyst with extensive experience leading IT transformations, digital innovations, and global technology strategies across multiple industries. Known for building collaborative partnerships with the C-Suite to drive growth and efficiency, delivering large-scale system integrations, and improving operational performance. Expertise in leveraging emerging technologies such as AI and analytics to optimize business outcomes. Adept at scaling organizations, building high-performing teams, and introducing technology solutions for business expansion and acquisition integration through cross-functional collaboration and talent recognition.

AREAS OF EXPERTISE

- IT Advisor
- Cloud Platforms
- GTM Automation
- Revenue Models
- IT Modernization
- Digital Innovation
- Global IT Strategy
- Data Warehousing
- ERP & CRM Integration

"Ram is the consummate IT professional. He's a true business partner with a unique combination of functional expertise as well as years of professional business experience. His engaging approach is highly valued by the leadership team."

Axel Ampolini, President, Accent Wire Tie

SELECTED CAREER HIGHLIGHTS

- ✓ **Spearheaded the modernization** of Salesforce's IT landscape to facilitate scaling to over \$35B from \$20B.
- ✓ **Led the development of subscription-based models**, presenting a significant future opportunity exceeding \$1B.
- ✓ **Reduced time to delivery by implementing automation**, enhancing speed-to-value metrics, simplifying processes, and improving the overall usability of IT systems.
- ✓ **Boosted sales by over 25%** by automating distributor/channel operations and sales functions, providing real-time capabilities to 7,500+ mobile field devices by developing and delivering a Mobile Channel Sales solution.
- ✓ **Acquired top talent and grew the organization** from 30 resources to 300 resources in just 3 years.

PROFESSIONAL EXPERIENCE

LIBERTY STEEL GROUP | DALLAS, TX, USA

2023 – 2024

SVP and Chief Information Officer

- Integrated ERP and CRM systems to consolidate four businesses post-acquisition, streamline processes to improve inventory turnover by 30%, and reduce sales cycle time by 20%.
- Utilized analytics platform for customer insights to drive improved service and improve pricing.
- Implemented an AI model to drive automation of machine maintenance by sensing and predicting machine failure times and maintenance windows.
- Consolidated infrastructure and improved cyber posture by optimizing IT and OT security.
- Scaled IT organization by hiring business-savvy analysts and managers to focus on business outcomes.

CANOO (GOEV) | DALLAS, TX, USA

2021 – 2023

Chief Information Officer

- Built a cloud platform for connected vehicles to personalize driving experiences by analyzing vehicle and customer data.
- Scaled an integrated ecosystem for engineering (PLM), supply chain, finance (ERP), sales and service operations (CRM).
- Implemented a unified system for sales, marketing, and service to create a holistic customer view.
- Established a technology organization focused on supporting customers, vehicles, and partners.
- Hired motivated IT professionals and cross-trained teams in business domains and technologies for effective customer engagement and value delivery.

PROFESSIONAL EXPERIENCE - Continued

SALESFORCE.COM, INC. (CRM) | DALLAS, TX, USA

2019 – 2021

SVP, Technology, and Customer Advisor

- Transitioned to an agile and value-driven IT delivery model to align end-to-end business processes with customer-centric outcomes, shifting from traditional waterfall/hybrid approaches to a product-led agile model.
- Overhauled complex monolithic systems to improve scalability, streamline back-office and shared services functions, enhance employee experience, and simplify reporting capabilities.

MOTOROLA SOLUTIONS, INC. (MSI) | CHICAGO, IL, USA

2015 – 2019

Chief Information Officer

- Structured and executed large-scale \$200M Oracle transformation program that modernized the technology landscape to support business growth through ERP implementation, Go-to-Market applications, and reporting analytics.
- Spearheaded the "Rationalize to Grow" program, resulting in \$70M IT cost savings and increased flexibility.
- Redesigned and integrated back-office, sales, and marketing systems for consistent customer experience.
- Integrated distribution channel systems to enable a "360-degree view of the customer" across sales, product management, supply chain, and finance that led to improved cross-selling and up-selling.
- Launched technology-enabled business model focused on digital transformation to shift MSI from a "one-time product sale" to an "annual recurring revenue (ARR)" model resulting in business model shift to software and services.
- Introduced leading-edge technologies, including Machine Learning, BOTS, and Robotics Process Automation (RPA).

PEPSICO, INC. (PEP) | PLANO, TX, USA & GURGAON, INDIA

2005 – 2015

Chief Information Officer (CIO), India Region; Senior Director, Global SAP Deployment, North America Enterprise

- Led modernization, transformation, and global expansion of PepsiCo's SAP footprint in high-growth emerging markets, driving 25% annual growth with significant technology-driven business innovation.
- Built a new ITIL service function, recruited a management team, and established a robust framework for centralized service delivery, processes, and organizational structure in a highly decentralized international business environment.
- Established framework for Big Data, Reporting, and Analytics by deploying data warehouse and Tableau to provide end-to-end process visibility, increase sales, capture customer sentiment, and better manage pricing and promotions.
- Provided organizational leadership that led to major expansion of the SAP development and support organization.
- Acquired top talent and grew the organization from 30 resources to 300 resources in just 3 years.

THE SCOTTS COMPANY, INC | MARYSVILLE, OH

2003 – 2005

Director of Applications and Business Intelligence

- Implemented transformation program enabling cross-functional adoption of strategic initiatives globally.
- Led enterprise Data Strategy that harnessed BI for advanced analytics, enterprise reporting, and metrics.
- Drove \$50M+ in revenue growth by deploying CRM and SAP portals and leading SCM/ERP optimization programs.
- Generated 5-year benefit of \$30M+ via BPO programs and implementing global shared services model.

ERNST & YOUNG LLC. | USA & FRANCE

1998 – 2003

Senior Management, Management Consulting

- Directed large scale engagements that generated \$50M+ in savings for clients through business optimization.
- Led IT strategies including sourcing, vendor management, enterprise systems and back-office operations.

EDUCATION

MBA, Finance and International Business Management, University of Texas at Dallas
BBA, Management Information Systems (MIS), Southern Methodist University (SMU)

AFFILIATIONS

Salesforce Customer Advisory, Oracle Advisory Council, CGT Board, World 50, Gartner Research Board.