

Mr XYZ

Address 1
Address 2
Phone number
email id

HEAD OF SALES AND MARKETING

SUMMARY OF QUALIFICATIONS

Successful senior executive with proven ability to drive and sustain corporate revenues through broad based competencies in

**Channel and franchise development
Managing a diverse product portfolio
Strategic planning**

**Business start-ups
Financial management and control
Staff management**

- Develop and implement strategic short and long term business plans
- Build and manage strong national sales organizations
- Provide leadership and innovation in business development, management and expansion, consistently broadening the customer base and channels of distribution
- Development and implementation of marketing and promotion programs
- Senior level relation building, negotiation and presentation skill
- Proven ability for staff development, motivation and team building
- Adaptable, flexible and in tune with evolving business environment

CAREER EXPERIENCE

Company 1, Kolkatta

2000 – Present

Part of the Rs 450 crore diversified Kankaria Group, this was a start-up company.

GM- Business Development, 2002 – Present

- Business development for the Business Automation and Application Software Solutions Division and establishing it is a profitable entity.
- Directing sales planning and market analysis activities including market research and competitive product evaluation.
- Identifying suitable business partners and establishing the channel.
- Direct marketing of solutions to key corporate accounts.
- Identifying technology and marketing partners and conducting negotiations.

Accomplishments

- Developed and implemented business models to diversify into new products and services.
- Identified and captured business opportunities in emerging fields like RFID, Biometrics, Smart Card and ERP based solutions.
- Added prestigious clients like DRDO, Ministry of Defence, Reliance Industries, Indian Railways and South Asian Petrochem Ltd.
- Managing, motivating and training a twelve member team.

GM- Franchise, IT Education and Training, 2000- 2002

- As the first employee of the company, prepared all the initial plans, budgets, strategy and policies in collaboration with the top management.
- Developed the products and procedures to manage the operations.
- Directed fast paced growth through channel building and management.
- Defined the quality standards, systems and procedures to support brand building.

Accomplishments

- Launched and established the organisation and its business.
- Expanded the reach into nearly all Eastern and North- Eastern states.
- Also garnered volume business from several private and public sector companies.
- Implemented ISO certification.
- Official Spokesperson of the company.

Company 2, New Delhi**1997 - 2000**

Software Development, Turn-key Projects and IT training company with 375 centers across the country and abroad.

DGM - Franchise

- Developed and executed plans and strategies to attain business growth, market development and penetration objectives.
- Undertook channel expansion for IEC & its subsidiary IEC School of Art & Fashion.
- Managed and enhanced the relationships with current business partners.
- Identified and developed verticals in both IT and non-IT education and marketed projects.
- Conceptualised the product positioning, branding and sales promotion activities based on regional market analysis, to provide marketing support to business partners.
- Designed and implemented systems for efficient financial/ operations management.
- Trained the channel partners' and own sales staff in product attributes, selling and customer service skills.

Accomplishments

- Interacted with a record number of enquiries and converted them into business partners.
- Initiated and completed ISO certification in the division.
- Garnered a number of large projects from government organisations and PSUs in North India.

Company 3, New Delhi**1995 – 1997**

A SEBI registered Category 1 Merchant Banker.

Manager Business Development/ Center Manager

- Managed the operations of the assigned centre.
- Ensured achievement of sales targets.
- Planned and launched new batches and implemented quality standards to ensure student satisfaction.
- Planned promotions and events in coordination with other centers in the region to generate enquiries from both individual students and corporates.

Accomplishments

- Joined as a Faculty and received a promotion within three months of joining and subsequently after five months, to Business Development Manager.

Professional Affiliations

- Fellow Member of the Institute of Company Secretaries of India.

EDUCATION

NAGPUR UNIVERSITY

Bachelor of Engineering, Computer Technology Major - 1995

Date of Birth

22nd October 1972