|  |
| --- |
| RAJU PAUL**Senior Manager (Business Development & Strategy)** rsun1974@gmail.com +91-9051466680|9874774440<https://www.linkedin.com/in/raju-paul/> |
| core24x24icons Key Skills

|  |
| --- |
| Strategy Planning & Implementation |
|  |
| Sales Management & Business Development |
|  |
| Marketing Budget/ROI |
|  |
| Key Account Development |
|  |
| Technical Solutions Sales Management |
|  |
| Leadership in Team Management & Operation Management |
|  |
| Project & Program Management |
|  |
| P&L Management |
|  |
| Team Management |
|  |

 | ***SENIOR PROFESSIONAL*****Strategic Sales & Marketing Planning & Leadership | Sales & Marketing | Digital Marketing | Business Development |Program Management | Forecasting & Planning | Negotiation & Contract management | Team Leader** **Business Unit Head- P & L management |Business Strategist** |
| * Profile Summary
 |
| * **Proactive, enterprising & creative professional** with **over 18 years’** dynamic experience in Business Development, Sales & Marketing, Key Account Management; gained impressive success in both traditional and digital media
* Impacted organization profitability through effective strategic and tactical management decisions and new business development
* Facilitated data driven for quantification of ROIs and measuring the success rate of the communication campaigns; drove cost control Market Differentiation & Positioning
* Spearheaded the overhaul of customer segmentation, brand positioning and communications strategies that helped the brand to connect more emotively to consumers and increase loyalty
* Pivotal in improving customer engagement with the product through focused market research and using the resultant analysis to devise the future product roadmap
* Directed the launch of new products including major re-pricing / repositioning exercises
* Planned and supervised the implementation of several service line websites, digital transformation business model
* Applied innovative & customized marketing & advertising strategies to increase customer acquisition, penetration & revenue
* Proven acumen in analyzing internal employees & external consumer insights & concepts based on cultural & consumer behavioral and ascertaining who the target audience is and how best to reach them in most cost effective & flexible manner
 |
| career24x24icons Career Timeline |
| **Blue Diamond Beverages (A Group Co. of SIMOCO Telecom)****Elevarse Elevator (An Elevator & Engineering Company)****Inka Solutions, Kolkata (Midsize IT & ITES Co.)****Corporate Connects (An Infrastructure start-up)****Starlite Infotech Limited (An IT Organization)** **2012-2015** **2015-2017****Since 2017****Web Continental, Kolkata****Onyx Electronics & Telecom Services** **2008-2012** **2005-2008** **2003-2005** **2000-2003** |
| Education | * **SMP (One-year Senior Management Program)** from **IIMC, Indian Institute of Management Calcutta**
* **M.Sc. in Economics with Major:** International Trade & Minor: Development Economics from University of Calcutta
* **Advance Certificate in Logistics Management** from Asian Council of Logistics Management)
 |
|  Work Experienceexp24x24icons Previous Experience |  **Jul’17-Dec’19: Elevarse Elevator Pvt. Ltd. (An Elevator & Engineering Co.)****As General Manager (Business Development & Strategy)****Role**: * Monitoring & leading the entire Sales, Business Development & Key Account Development and managing the Sales Team of size 12 along with the project management team of 35
* Spearheading project & program management, customer driven marketing strategy, market segmentation, market differentiation and positioning, strategic marketing planning
* Analyzing the Marketing Environment Competitions
* Recording marketing information to gain customer insights (Developing the Research Plan/Gathering Secondary Data)
* Performing trend analysis
* Formulating pricing strategies, customer engagement plan
* Administering strategic sourcing plan and coordination with Vendor
* Developing strategies focusing on competitive advantage & sustainable business growth (Leading the Digital Transformation Program)

**Highlights:** * Maximized sales opportunities, proactively created new opportunities and achieved sales targets;  developed and managed relationships with industry partners and worked with them on business growth opportunities beneficial to all parties
* Updated job knowledge by participating in educational opportunities and trade shows, reading professional publications, maintaining personal networks
* Managed accounts and met / exceeded targets relating to revenue growth, profit margin, mix of products and services sales, customer retention and customer acquisition
* Prepared bids and contracts, responded to customer needs and managed the sales process from opportunity identification to customer sign-off

**Mar’15 – May’17: Corporate Connects (An Infrastructure start-up)****As Managing Partner** **Role**: * Worked co-founder of this start-up
* Spearheaded entire team of Project management and Project execution
* Raised capital of INR 2 Crore
* Negotiated with internal and external stakeholders
* Led the entire business development and client relation tasks
* Managed the entire gamut operation of 3 offices of Kolkata and Odisha and the entire team of 45 technical members
* Successfully delivered projects (Infrastructure) with L&T Limited
* Conducted periodic cash-flow analysis & ensuring capital availability

**Apr’12 – Feb’15: Inka Solutions, Kolkata (Midsize IT & ITES Organization)****As Marketing Communications & Project Consultant** **Role:** * Managed corporate marketing and communication functions, Project Management and project of Genpact)
* Worked as a strategic planning framework and committee
* Created benchmark that will allow the strategic plan
* Conducted Workshops, one-to-one meetings or interviews
* Headed the entire project team and field team of 60 heads together
* Successfully organized & executed the entire project with stipulated time frame
* Achieved the best Project Team in Eastern India
* Designed and developed the total project plan in day-to-day basis
* Undertook project control and monitoring along with the communication to client
* Generated new business for organization as well

**Mar’08 – Feb’12: Starlite Infotech Limited (An IT based Organization)****As Vice President (Marketing & Operations)****Highlights**:* Expanded client base by 78% in 4 years (1st Year-15%, 2nd Year-18%, 3rd Year-21% & 4th Year-24% growth) by consistently delivering goal-surpassing marketing results and ensuring complete client satisfaction
* Developed new accounts as a Head of business-development team earned commendations from client executives for communication deliverables that targeted desired audiences and articulated the value of products and services
* Headed 6 branches along with the head office located at Kolkata
* Achieved the best performer of the year for consecutive two years
* Successfully established the organization as a strong SI in IT Infra segment

**Aug’05 – Feb’08: Web Continental, Kolkata****As Marketing Manager** **Selected Accomplishments:*** Led a team of 6 sales personnel and business across the verticals
* Established a new software in the school verticals and received recognitions in the industry
* Generated campaign response-rates of between 6% and 8% (up to 4 times the industry average)
* Planned for managing the human resources of the team both in terms of availability and skills

**Jun’03 – Jul’05: Blue Diamond Beverages (A Group Company of SIMOCO Telecommunications Ltd.)****As Business Development Officer** * Untapped new markets in retail sales
* Introduced New products in Soft drink beverages, Packaged drinking water and did take care of the entire branding and sales of newly brand Packed drinking water
* Planned for dealing with project risk including the process for logging and taking risks

**Mar’00 – May’03: Onyx Electronics & Telecom Services****As Junior Executive Admin** personaldetails24x24icons Personal Details**Languages Known**: English, Bengali & Hindi**Address**: 3/104, Vidyasagar Upanibesh, PO- Naktala, Kolkata- 700047 |
|  |