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| 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 Experience  exp24x24icons 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 |
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