**A SANTOSH KUMAR**

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**Senior level assignments in Sales / Business Development / Client Retention / Portfolio Management / Branch Operations with an organisation of repute.**

**CAREER ABSTRACT**

Excels in managing multiple assignments concurrently with strong detail, problem solving, and follow – through capabilities. Proficient in managing relationships for running successful business operations & developing procedures and service standards for business excellence.

* Dynamic, result-oriented professional with **16year’s** expertise in the aspects of successful sales, business development and relationship building aspects
* A competent professional with **16 year** of rich & extensive experience in Sales & Marketing, operations Business Development, Relationship Management.
* ***Lastly Associated with Rentokil PCI As Assistant General Manager.***
* Marketing strategies and contributing towards enhancing business volumes/Value & growth and achieving profitability norms.
* Expertise in handling all sales & marketing activities, operations, analyzing market trends & establishing healthy & prolonged business relations with clients.
* Rendering optimum services to customers for ensuring maximum revenue and retention.
* An effective communicator with excellent relationship building and interpersonal skills.

**Core Competencies**

Sales & Marketing Business Development Key Account Management Client Retention

Branch Operations Portfolio Management Team Management Corporate Sales Administration Collections & DSO CRM P&L

**EMPLOYMENT DETAILS**

**May’19-Jan’20 with Rentokil PCI as AGM - AP & Telangana**

* Overseeing overall branch performance of AP & Telangana
* Handling 6 Branches, 5 Base office & 8 Site Offices
* Offering Pest Service to Corporate Clients.
* Ensuring operations of the branches are smooth and as per SOPs.
* Leading the team BSMs/AMs, OM works to achieve the desired AOP numbers.
* Liaison with all the stakeholders ensuring SLA & TAT are followed
* Budgeted individual & team targets of Hyderabad, Visakhapatnam, Vijayawada Region
* Acquiring new clients & ensure 100% of retention existing portfolio accounts
* Guiding & Ensuring Responsible for DSO & Revenue optimisation
* Guiding and ensuring that branches achieve profitable business. Guide the Branches for expansion of RPCI services
* Responsible to ensure financial goals are met with such as credit policy, expenses, profitability.
* Reviewing branches periodically for their performance as per annual plan and initiating course corrections.
* Ensure operations of the branches are smooth and as per SOPs.
* Quarterly reviews, analysis and reporting of business performance
* Monitoring competitor activities & gathering market intelligence for planning sales strategy.
* Participation in customer meets conducted by branches and monitoring promotional activities
* Identifying and visiting key customers of each branch to ensure that customer’s needs are being met. Ensure customer contact management and customer relations.
* Ensuring compliance of all company policies by branches.
* Conducting performance appraisal of branch managers once in a six month. Also ensuring that BMs maintain transparency with their subordinates while appraising them
* Grooming BMs for shouldering higher responsibilities. Mentoring of BMs / CSE / OE and prepare them to carry it
* Work out growth plan for top performers in the branches.
* Maintain required levels of call average for self and team, as per the parameters defined
* Ensure strong client relations through client servicing/CRM initiatives.
* Handling 80+cr of portfolio for AP & Telangana.

**Apr’16- Apr’19 Edenred India Private Limited as Regional Head**

* Offering Employee Benefits, Fleet and Mobility and Corporate Payment services to corporate clients
* Budgeted individual & team targets of Hyderabad, Vishakpatnam, Vijayawada, Bhubaneshwar Region/Branches are achieved
* Meeting with TOP Levels KDMs of the corporates, meeting with HRs, Finance & Procurements teams for explaining about the employee & product benefits.
* Leading the team BSMs/AMs, CRM, Networks to achieve the desired targets of TC & TR, Portfolio and Networking.
* Acquiring new clients & ensure 100% of retention existing portfolio accounts
* Ensuring operations of the branches are smooth and as per SOPs.
* Liaison with all the stakeholders ensuring SLA & TAT are followed & Responsible for DSO & Revenue optimisation
* Directly handling all Mid-size & Key accounts, employee size is more than 5000 employees
* Manage and lead a team with focus on individual development, training and support to achieve defined KRA’s.
* Maintaining TR seeding database build from various data sources and mapping each territory to ensure in-depth coverage through MRE activity
* Maintain required levels of call average for self and team, as per the parameters defined
* Ensure strong client relations through client servicing/CRM initiatives.
* Handling 110 cr of portfolio for AP, Telangana and Bhubaneshwar.
* NTPC, BDL, VSP, Tech Mahindra, Novartis, Sum Total, Innominds, etc are our existing clients.

**May’15- Mar’16 TimesPro(Times of India Group), Hyderabad as Centre Manager**

* Overseeing all sales & marketing, business development of TimesPro learning courses for Hyderabad centre
* Responsible of Both Administration and Business Development.
* Conducted various activities in the territory like events, sales, services, operations, training & development, branding, corporate relations, vendor management
* Responsible for overall student enrolment in the centre.
* Leading and monitoring the performance of the entire team to meet target.
* Supervising and motivating staff, ensuring that workloads are appropriate and quality of work is acceptable.
* Taking care Entire BTL Activity of Telangana / Andhra Pradesh.
* Generating Business from BTL Activates, Channel Partner, satellite Events.
* Planning local level marketing activities and in-house campaigns for all product types in different Areas
* Oversee training students details are captured & stored in the prescribed manner& batch records are maintained
* Prepares report by collecting, analyzing and summarizing information.
* Contributes to team effort by accomplishing related result as needed.
* Training and Placements related Tie-up’s with colleges and BP’s.
* Develop retail training batches. Schedule retail batch & Tie-up’s with consultancies for man power support

**Aug’08- April’15with Naukri.com (Info edge India Ltd.), Hyderabad as Group Manager**

* Overseeing all Hyderabad/ AP Branch Operations, conducting regular inspections and taking necessary measures for smooth & complaint free branch functioning.
* Handling Institutional & Retails sales of Naukri& First Naukri products & Handling Team Size of 10 members
* Achieving pre-set sales targets by implementing competent business strategies to market.
* Analyzing latest marketing trends and tracking competitors’ activities and providing valuable inputs for fine tuning sales & marketing strategies.
* Generating business from the existing accounts and achieving profitability and increased sales growth, identifying prospective business, establishing strategic partnership and alliances.
* Identifying prospective clients & generating business from existing clientele for achieving business targets.
* Mapping client’s requirements & providing expert advisory services to select the right products.
* Building and maintaining healthy business relations with customer, enhancing customer satisfaction matrices by achieving delivery & service quality norms.
* Driving the team in terms of meeting goals, customer satisfaction, client servicing, planning and strategizing branch sales activities.
* Ensuring consistent inflow of Lead Generation for maintaining effective pipelines
* Organizing events in other locations to tap upcountry market, tapping organizations and institutes for group deals
* Managing operations and HR issues at branch level
* Implementing innovative methods to bring about significant changes in the operations through effective leadership and organizing training & development activities at all levels
* Executing marketing strategies to assist in driving volumes & achieving high profitability
* Identifying target audiences, planning marketing activities & executing promotions to ensure product movements to enhance product visibility & driving volumes

**The Attainments:**

* Successfully over achieve the targets in terms of volume/value & Collections.
* Successfully increased volume for startup branch by maintaining operations/admin etc.
* Received a certificate named” Man of the Series” for the sales contest “NPL” conducted for the entire country.
* Demonstrated excellence in servicing clients at different situations in sales/service & retained them.

**Dec’04- Jul’08 with ICFAI University, Hyderabad as Marketing Manager – Operations & Sales**

* Handled sales & marketing, business development of distance learning courses in the Retail & Corporate segment in the assigned Territory.
* Organized brand building and lead generation activities like conducting Seminars/Workshops in Colleges, Corporate and participating in Education fairs, Trade fairs, Job Fairs and College Festivals.
* Explored & developed new markets; initiated new branch / team set-up after in-depth study of market dynamics and detailed profitability calculations. Handled branch operations and made monthly plan of action reports.
* Conducted various activities in the territory like events, sales, services, operations, training & development, recruitments, branding, corporate relations, vendor management and new branch setup

**EDUCATION**

* MBA from Sikkim Manipal University in 2008.
* B.Com from SP College, Osmania University in 2002.

**PERSONAL VITAE**

Address : Plot No. 38, Reddy Colony, Balapur, Hyderabad

Date of Birth : 24th Aug, 1981