**CURRICULUM VITAE**

**AKHOURI ANAND KUMAR**

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**Career Objective**

**To keep up with the cutting edge of technologies.**

# Work Experience

* **E-Commerce** - Working as a **Business Development Manager**, for **iTuple Technologies Pvt Ltd.** in Gurugram for its e-commerce product YELO from 08 January 2020 to till date
* **Internet of Things (IoT)** - Worked as a **Sales & Marketing Manager**, for **IOanyT Innovations** **Pvt Ltd.** in Noida (previously based in Gurugram & was associate of iTuple Technologies Pvt. Ltd) from 11 December 2018 to 7th January 2020
* **Marine**- Worked as **Product Manager-Marine Category**, for **AMIT (Abdulla Moh’d Ibrahim General Trading) GPS & NAVIGATION LLP** in New Delhi to manage Garmin Marine Products, from 1st March 2018 to 10 December 2018
* **Telecommunication** - Worked as **Radio Network Optimizer,** for **MTS (1X, REV\_A, REV\_B Drive, Quality of Service FTP Test, Optimization)** in Delhi on **(ZTE India)**at the payroll of

Nutek India Pvt Ltd and Steelman Telecom Pvt. Ltd from 1st January 2016 to October 2017

**Company** : iTuple Technologies Pvt Ltd.

Designation : Business Development Manager

Department : Sales

Location : Unitech Cyber Park, Sec 39, Gurugram

Date of Joining : 08-January-2020

(till date)

# Job Responsibilities

* To lead the sales team that includes Key Account Managers, Sales Coordinator, Sales Executives & FOS Team
* To manage marketing needs, such as product branding, designing, printing, etc., by coordinating with assigned vendors or outsourced agencies
* To do market research that includes location identification for product launch, discovery phase for merchant identification & assessment
* To get involved in the field activities such as merchant (local / brand) onboarding & customer acquisition to prepare the verbatim & objection handling
* To be in touch with product & technical team for product training & feedbacks
* To train sales team members based on market research, verbatim & objection handling prepared
* To collect product feedbacks & suggestions from the merchants & customers to share it with the product/technical team for the product development
* To conduct marketing activities in open(sectors) & targeted(high-rise) societies through RWA’s, facility management, email marketing, newspaper inserts, WhatsApp marketing, bulk messaging, mouth publicity through local influencers, society guards, press vendors, etc. ❖To take interviews to hire right candidate in the team

**Company** : IOanyT Innovations Pvt Ltd.

Designation : Sales & Marketing Manager

Department : Sales

Location : Sector 62, Noida

Date of Joining : 11-December-2018

(till 7 January 2020)

# Job Responsibilities

* **To participate & conduct Industrial Expo’s (such as Smart Cities, Convergence IoT, etc.) for product and brand marketing.**
* **To participate in IoT or Startup Awards at both National & International levels (Won Intercon Dubai Top 50 Tech Companies 2019).**
* **To do market research for SWOT analysis and market sizing for custom IoT solutioning.**
* **To create Sales forecast semi-annually**
* To do detailed study of all the IOanyT products such as InspectWay- Vehicle Tracking & Monitoring System, IOswitch – Smart Lighting Solution, IOanyT Battery Management System (IObms), etc.
* To study and analyze Vehicle Tracker Market and its usage in diversified sectors such as Vehicle Showrooms, Personal, Commercial & Heavy Vehicle Manufacturers, School Buses, Fleet Owners, Travel Houses, Packers & Movers, Hotels, Colleges, etc.
* To study all the competitive brands of InspectWay such as Map My India, Trak n Tell, etc.❖ To study performance of all the OEM’s of Vehicle Tracking Industry such as Teltonika, Itriangle, Concox, etc.
* To meet concerned purchase, procurement or accessory manager/officer for the product demonstration & sales.
* As IOswitch is specially designed to Control and manage Outdoor Lights such as billboard lights, Glow-sign boards, Street Lights, Lighting of big complexes, etc., so, to do meeting with concerned persons of outdoor home Media industry such as Times OOH, Pioneer, JCdecaux, Bright Outdoor Media, Quantum Outdoor, etc.
* IObms is a Battery Management System which is specially developed & designed for the Evehicles., so, to meet with the E-vehicle manufacturers such IGRPhenix, Kinetic Green, Mahindra Electrics, Lohiya Group, etc.
* Basically IoT could be a digital twin of any physical entity, so to meet with companies for their Custom IoT needs and to make their architecture smarter such as Smart Air Conditioners, Smart Water ATM’s, Smart Home Appliances, Smart Water Distribution System, Smart Solar Panels and so on.
* To work in a B2B system for aiding companies for Custom IoT Solutioning.
* Preparation of Product Catalogs, Product Videos, brochures, presentation, etc. using different tools such as Animaker Video Maker, Xara, Photoshop, Filmora, Bandicam, Balaboka, etc.
* To promote products and solutions on E-portals such as Government E-marketplace, Indiamart, etc.
* To handle different campaigns like Query Campaigns, Article Marketing, Product

Advertisement, Occasional posts, etc., on Company’s social media accounts such as Facebook, LinkedIn, Twitter, Instagram, etc.

* To co-ordinate with the technical team for the product detailing & modification or if any other new development is going on.

**Company** : AMIT GPS & NAVIGATION LLP

Designation :Product Manager – Marine Category

Department : Sales

Location :Okhla Phase II , New Delhi

Date of Joining : 01-March-2018

(till 10 Dec 2018)

# Job Responsibilities

* To do detailed study of all the Garmin Marine Products & Features such as Radars, Sonars,

Transducers, Multi-function Display, GPS, WAAS, DGPS, Garmin GPS Tracking Through Garmin

Connect App., Marine watch, Marine Cameras, Diving Watch, Automatic Identification System, VHF Marine Radio, 3D Scanning Sonar, Fish-finders, Night Vision Camera, UHF Radio, Distress Alert Transmitter, etc.

* To study and analyze both Marine & Fishery Market of an Indian Subcontinent including India, Bangladesh, Nepal & Bhutan.
* To study all the competitive brands (make & model and its features) of Garmin Marine Products such as Furuno, Raymarine, Lawrence, Haiyang, Samyung, Standard Horizon, iCOM, etc.
* To conduct Market Survey at all Major & Minor Ports of India such as Vishakhapatnam, Pondicherry, Kakkadwip, Porbandar, Kochi, Manglore, etc.
* To manage all the marine team situated over all coastal territory of India and Bangladesh.
* To train all the marine team on the Garmin Marine Products and its competitors.
* To support marine team in Marine as well as Fishery Business Development in both India & Bangladesh.
* Preparation of Garmin Marine Catalogs based on Garmin Product Study, Competitive Products Study and Market Survey Reports.
* To provide training to all the distributors and dealers on Garmin Marine Products & its Features.
* To help Regional Managers in appointing dealers in their areas and to help appointed dealers to get settled in their region.
* To do skype meeting with all the marine members on the weekly basis for knowledge and views sharing.
* To meet Government officers to demonstrate Products on theoretical, Audio-Visual, live product demonstration as well as on the simulator basis.
* To manage all the legal activities related to Marine Category such as Vendor Empanelment procedures in Indian Navy, Coast Guard, Government Shipyards (Goa, Kochi, etc.), Border Security Force, etc.
* To study Tenders & its specification and to suggest sales team a complied product.
* To help & coordinate with sales team to prepare road-map for all the marine products in expectation to make all the Garmin Marine Products successful.

**Company** : ZTE Telecom India (On role of Nutek India & Steelman Telecom)

Designation : Drive & Test Engineer

Department : Radio Frequency(RF)

Location : Delhi-NCR

Date of Joining : 01-January-2016

(till October 2017)

# Job Responsibilities

* To work on EMF and SPECTRUM analyzing devices such as Narda & Tektronix.
* To work on NEPonline portal.
* To Work on Raw KPI’s of CDMA Technology.
* To analyze daily Access Failure Rate(afr%), Call Drop Rate(cdr%), Call Setup Success Rate (CSSR), Abis Ping Packet Loss Report, HO Success Rate and Alarm Description for improving the network quality of our cluster.
* To maintain daily KPI report by analyzing alarms and Loss & Latency on site.
* To check Rf and Non-Rf drops of multiple sites of cluster to reduce AFR and CDR of network and to improve other KPI’s.
* Performing Drive Test & Optimization for CDMA 1x, Rev\_A and Rev\_B Network.
* Performing monthly drive of Telephone Regulatory Authority ofIndia (TRAI Drive) for MTS India.
* Prepare and verify ATP reports and plots of SCFT using post processing tools CNA-7.21 and CNA-11.3.

## Technical Skills & Tools Used

* Metabase
* Animaker Video Maker
* Xara Designer Pro
* Filmora
* Garmin Basecamp
* Garmin Homeport
* Hands-on all Garmin Marine Products such as Multi-function Display, GPS, Traditional Transducers, ClearVü & SideVü Transducers, 3-D Sonar Panoptix, Communication System (VHF & AIS), etc.
* MAPINFO Professional 8.5 SCP.
* CNT -1-5.91 and CNT-C 5.96. For post processing CNA 7.21 and CAN 11.3.
* XCAL and XCAM for post processing.
* CoreFTP to check Quality of Service (QOS) of the network.
* TEMS (8.0.4,8.0.3,10.0.5,11,12& 13).

**ACADEMIC BACKGROUND**

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| **Degree/Exam** | **Institute/Board** | **Division** |
| Bachelor of Technology  (Electronics & Communication Engineering) | S.R. Group of Institution, Jhansi (Dr. A.P.J Abdul Kalam Technical University) | 1st |
| 10th | ICSE (Indian Certificate of Secondary Education) | 1st |
| 12th | ISC (Indian School Certificate) | 1st |

## Hobbies

* Playing Cricket.
* Watching Movies and listening to music.
* Travelling.
* Approaching to learn new things.

## Personal Profile

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| **Name: AKHOURI ANAND KUMAR** |
| **Father’s Name:** Lt. Akhouri Ajay Kumar |
| **Date of Birth:** 12/10/1993 |
| **Sex:** Male |
| **Marital Status:** Single |
| **Languages Known:** English, Hindi |
| **Nationality:** Indian |
| **Address:** 471, 1st Floor, Sector 31, Faridabad, Haryana |

**Declaration:**

I hereby declare that the above-mentioned information is correct up to my knowledge and I bear the responsibility for the correctness.

**Date:** **(Akhouri Anand Kumar)**